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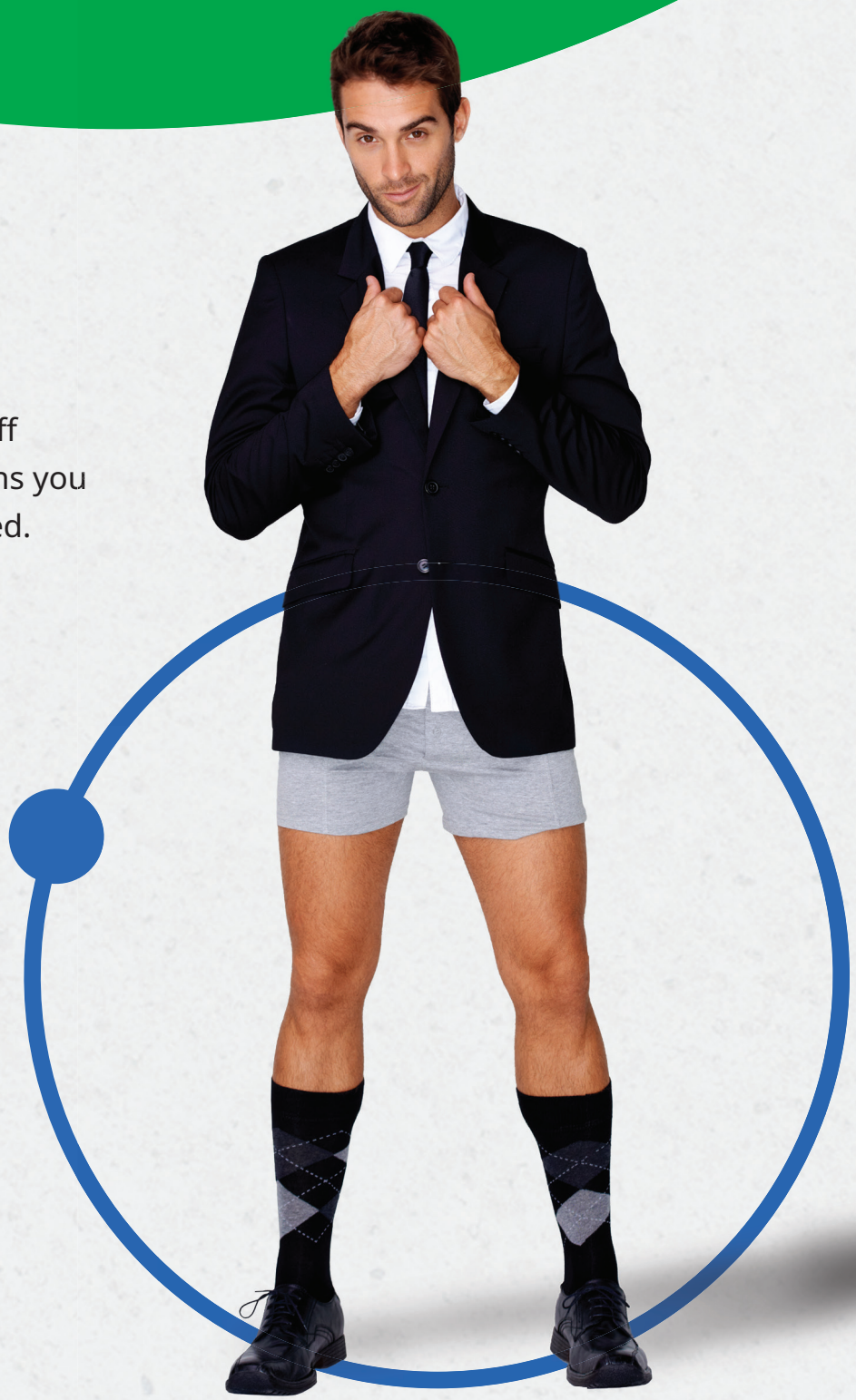
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Perfumer & Flavorist+ (ISSN 0272-2666) is published monthly by **Allured Business Media**.

Subscriptions: Subscribe online: *www.PerfumerFlavorist.com/subscribe*

For both the US and internationally, telephone: 1-847-559-7554 (9 AM-5 PM Central, Mon-Fri)
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Address: *Perfumer & Flavorist+*, PO Box 3009, Northbrook, IL 60065-3009

Periodicals Postage paid at Carol Stream, Illinois, and additional mailing offices.

Print subscriptions are free to qualified individuals in the United States.
Print subscriptions are not available to those living internationally.

POSTMASTER: Send address changes to *Perfumer & Flavorist+*, PO Box 3009, Northbrook, IL 60065-3009

Change of address: Give both the new and old addresses. Allow two months for a change to become effective.

Missing issues: Claims for missing issues must be made within three months of the date of issue.

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Natural Lactones

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FEMA 3091 Natural Gamma Undecalactone, Chiral
FEMA 2400 Natural Gamma Dodecalactone, Chiral
FEMA 2361 Natural Delta Decalactone, Chiral
FEMA 2401 Natural Delta Dodecalactone, Chiral
FEMA 3590 Natural Delta Tetradecalactone, Chiral

Natural Specialties

FEMA 2747 Natural Methional
FEMA 2720 Natural Methyl 3-Methylthiopropionate
FEMA 3310 Natural Methyl Thiobutyrate
FEMA 3343 Natural Ethyl 3-Methylthiopropionate

FEMA 3155 Natural 2-Ethyl-3-Methyl Pyrazine
FEMA 3919 Natural 2-Ethyl-6-Methyl Pyrazine
FEMA 3149 Natural 2-Ethyl-3(5 or 6)-Dimethyl Pyrazine
FEMA 4434 Natural 2-Ethyl-5,6-Dimethyl Pyrazine
FEMA 3208 Natural 2-Methyl-3-Methylthio Pyrazine
FEMA 3132 Natural 2-Methoxy-3-Isobutyl Pyrazine
FEMA 3358 Natural 2-Methoxy-3-Isopropyl Pyrazine
FEMA 3433 Natural 2-Methoxy-3-Secbutyl Pyrazine
FEMA 3964 Natural 2-Acetyl-3-Methyl Pyrazine
FEMA 3134 Natural 2-Isobutyl Thiazole
FEMA 3555 Natural 2-Isopropyl-4-Methyl Thiazole
FEMA 3680 Natural 2-Ethyl-4-Methyl Thiazole

Finding Your Signature



To me, a signature fragrance isn't the same perfume every day. It's knowing which notes and fragrance categories work best for you and make you feel the best.

A friend of mine recently asked me what my "signature fragrance" is. I had to take a moment and really think about it. If you look at my perfume tray on my vanity right now, it's a wide variety of scents, from warm and seductive to light and floral to sweet and gourmand. I'm always trying out new fragrances and new combinations, trying to find what works best for me. But her question got me thinking about this idea of a signature fragrance and what that means for consumers.

To me, a signature fragrance isn't the same perfume every day. It's knowing which notes and fragrance categories work best for you and make you feel the best. And I think that's the beauty of fine fragrance: each category is so deep and complex. Just look at the gourmand family as an example. The first scents that come to mind in this grouping are usually evocative of desserts and sweets, but it also includes notes like pistachio, strawberry and cherry.

There is so much room to explore and experiment as a consumer, which also allows perfumers the freedom to be more creative and take risks in their formulations. The combination of certain notes and scents can create an interesting new dynamic, something totally unexpected and unique. Tomato candles are a perfect example; what do you mean my candle will smell like a tomato? But the creative combinations of tomato and other notes, such as tarragon and black pepper and green leaves, creates a wholly new experience.

The fine fragrance category is seeing so many new launches and innovations every day, and it's not going to slow down anytime soon. Well established brands are redefining themselves in the fragrance space and firmly planting their stake in the ground. It's an exciting time to see how brands use fine fragrance to give their bottom lines the much needed boost as well as giving consumers a new way to engage with them. One of the most surprising launches to me was the Adidas Vibes hair and body mists. An athletics brand with a fragrance scented like caramelized hazelnut and fudge? I'm already intrigued.

So what's my signature fragrance? I've determined that I like both florals and fruity scents, but they need to have a warm base. I can't give up my amber and musk notes.





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Ingredients



Ethyl methylthiopropionate

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Natural Ethyl Methylthiopropionate (FEMA #3343, CAS #13327-56-5) delivers a distinctive balance of bright tropical fruit and savory sulfur nuances. It is naturally present in pineapple, grape, brandy, wine and passion fruit. At low levels, its complex aroma is described as sulfurous, pineapple-like, fruity and tomato. In taste, it shows savory hints of onion, garlic and vegetable alongside tropical and rummy notes. This versatile ingredient enhances fresh and juicy qualities in fruit profiles such as mango, grape, pineapple and blueberry. Ideal for high-intensity applications like smoothies, wellness drinks or fruit-forward bases.



Pineapple Essenza

Agrumaria Reggina s.r.l.

https://www.linkedin.com/company/agrumaria/

Pineapple Essenza extract has a sweet and ripe note. It is obtained from enzymatic treatment of by-products used in food production. After a strong infusion and clarification, the result is a solution that offers fresh notes of a just-cut fruit. Pineapple Essenza recalls the freshly picked and sliced fruit. The fruit vapors quickly evaporate, giving way to a bursting, juicy top note that transitions to a more fleshy and textured body. Pineapple Essenza adds texture and naturalness to a fruit reproduction. It will subtly enliven a composition of white flowers or a fresh bouquet. It can be paired with ozonic and salty notes for an intense sparkling effect.



White Rum PURE JUNGLE ESSENCE

MANE

https://www.mane.com/media/mane-at-simppar-2025

Crafted with MANE's advanced CO_2 extraction, our White Rum PURE JUNGLE ESSENCE captures the full aromatic richness of this iconic spirit. This captivating extract unveils a warm, authentic profile, enriched with fruity-spicy facets and subtle smoky and woody nuances - adding depth and complexity to both flavour and fragrance creations.



Isobionics Natural *delta*-Cadinene 95

BASF SE

https://www.isobionics.com/global/en/product-finder/natural-delta-cadinene-95

Isobionics Natural *delta*-Cadinene 95 has a mild spicy odor reminiscent of weak nootkatone, dry dusty woody, dry forest, incense and weak dry out odor. The taste can be described as grapefruit, orange, slightly smokey, herbal note, oregano, thyme. With 95% purity, it's suitable for a broad range of applications.

Images courtesy of the manufacturers

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- Pesticide-free[3]

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- Isobionics® Natural *alpha*-Humulene 90
- Isobionics® Natural *beta*-Caryophyllene 80
- Isobionics® Natural (-)-*alpha*-Bisabolol 99
- Isobionics® Natural *alpha*-Bisabolene 98

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1. Natural according to the (EC) No 1334/2008, Article 16 for EU, CFR 101.22(a)(3) for US and ISO 9235 standards.
2. Produced in accordance with Reg. (EC) 178/2002, Reg. (EC) 1334/2008 and following the Reg. (EC) 852/2004 (Hygiene, HACCAP concept). Complies with US regulation 21 CFR 182.1 and is of food grade quality.
3. Regular checks performed according to DIN-EN 15662. List of commodity/pesticide combination can be made available upon request.



Floropal

Symrise AG

https://www.symrise.com/de/scent-care/aroma-molecules/perfumery-ingredients/#Floropal

Floropal invigorates with a tangy, fruity, fresh, green profile reminiscent of rhubarb and grapefruit, with gardenia nuances. The molecule adds an astringent aspect to fruity notes, accentuates grapefruit character, and imparts a floral note to gardenia. Floropal maintains good olfactory stability across all categories.



5-Methyl-2-phenyl-2-hexenal, natural

Penta Fine Ingredients

http://www.pentafineingredients.com/

Contains a flavor profile of bitter cocoa, dark chocolate, nutty and coffee-like, with odor properties described as rich, pleasant bitter cocoa, with nutty and sweet undertones. Our material is Kosher and Halal Compliant.



Cocoa hexanal

Avant Organics

http://avantorganics.com/

Cocoa hexenal (FEMA #3199, CAS #21834-92-4), EU NATURAL. Indulge your senses with the rich, velvety aroma of Cocoa Hexenal. This captivating flavor compound evokes the comforting embrace of creamy cocoa and the bittersweet depth of dark chocolate. Its powerful aldehydic, chocolate and nutty notes will tantalize your taste buds and transport you to a world of pure indulgence. Whether you're crafting decadent candies, savoring aromatic coffees, or sipping on velvety milk drinks, Cocoa Hexenal will elevate your creations to new heights of deliciousness. Its ability to enhance the creamy texture of chocolates, deepen the richness of coffee, and create irresistible gourmand aromas will leave you craving more. Avant Organics provides this material as EU Natural, Kosher, non-GMO and Halal.

BALANCING DARING AND RIGOR: A HUMAN AND STRATEGIC VISION AT ARGEVILLE

Yann Gayton, Director of Flavours and Perfumery Development at Argeville, shares his vision of the profession, its strategic challenges, and his commitment to innovation.

SPONSORED BY ARGEVILLE

A career guided by commitment and listening

What have been the major milestones in your professional career?

With a scientific background, I studied chemistry at the University of Montpellier (France), specializing in perfumery and flavours.

My career was built on three pillars: performance, curiosity to learn and strong personal commitment.



Yann Gayton, Director of Flavours & Perfumery Development, Argeville

From the very beginning, I understood the importance of being grounded in the customer's reality: knowing their needs and constraints and working together to develop tailored solutions. This approach has given me a broad and concrete understanding of the challenges of the business.

The major turning point in my career came in 2017 when I joined Argeville and met Xavier Ardizio, the company's president. Together, we share a common ambition: to revive the flavour division, which was losing momentum at the time. It was a bold move for someone who was still young in the business, but the energy and commitment we put into it paid off.

Leading with consistency in a context of expansion

What is your current role at Argeville, and what challenges do you face?

Today, I manage the Flavours business at Argeville with the mission of ensuring its development in line with the company's values and the group's ambitions.

I am also responsible for aligning the Perfumery Development department with our global strategy, both in France and worldwide.

In a context of rapid growth, with the opening of several centers abroad, our main challenge is to structure our organization while remaining agile. We rely on customer proximity and the relevance of our creations to continue to make a difference.

On a daily basis, my challenge is to align our organization, skills and resources to remain competitive in international markets where local competition is intensifying. This requires a clear vision, rigorous execution, and a constant ability to adapt.

Innovations, developments, and internationalization

What are Argeville's current development priorities?

We are leading initiatives that will shape our future in both technical and human terms. Our latest formulas from our *Ecolabs* incorporate in-depth thinking about environmental impact, without compromising on sensory performance.

We recently expanded our team with the arrival of an aromatician who is an expert in beverages — a strategic sector for us — as well as a perfumer specializing in the Middle East region. These recruitments illustrate our desire to combine product expertise with fine knowledge of our target markets.

I will soon be attending the *Beautyworld Middle East trade show in Dubai*, a flagship event where I'll be able to fully immerse myself in the demanding and exciting world of oriental perfumery, a key market for our future.

A deeply human vision of the profession

What inspires you in your role daily?

What motivates me every day is the direct contact with our teams, our customers and our partners. Understanding needs but also grasping the cultural and sensory subtleties specific to each market is an endless source of learning for me. Local perceptions can be very different from our historical views, and it is by adapting the way we formulate, showcase and even think about our products that we create the most value.

I place a lot of importance on internal communication: ensuring that everyone understands the market challenges so that we can collectively build a coherent and distinctive offer. This dialogue between the external and internal worlds is at the heart of my approach to work.

I particularly appreciate the diversity of projects, whether they involve collaborations with large international groups or more local players, who are often deeply rooted in their culture. This richness makes each assignment unique.

With his combination of technical expertise, customer focus, and strategic vision, Yann Gayton embodies a new generation of agile and committed managers. This attitude is essential to promoting Argeville's excellence in rapidly changing markets.

Courtesy of Argeville

Spray-Tek Receives Patent for Flavor Delivery System

Spray-Tek announced the granting of its fourteenth U.S. patent for its plant-based food delivery system.

The patented system uses a blend of plant-derived ingredients (wax, fat, surfactant) to create encapsulated particles for aroma and flavor delivery. These particles, flavor oil-containing pastilles and prills, deliver targeted flavor release depending on the formulation. Further, this technology can be used across multiple product categories and formulations.

"Receiving our 14th U.S. patent marks another important milestone for Spray-Tek and reinforces our leadership in encapsulation," said chief executive officer Ray Rambowski. "This innovation equips our partners with plant-based, functional flavor delivery systems that are cleaner, more stable and engineered for next-generation formulations. It's a testament to our team's continued focus on solving real formulation challenges through practical patent-backed solutions - while advancing sustainability and strengthening our competitive edge."

Chief technology officer Jiten Dihora added, "This patent captures the intersection of four key attributes that define the ideal consumer experience. Aroma of the flavor during cooking, flavor during consumption, homogeneity of the flavor throughout the final product and the use of plant-based materials."



The patented system uses a blend of plant-derived ingredients (wax, fat, surfactant) to create encapsulated particles for aroma and flavor delivery.

Azelis Appoints Nate Zurisko Managing Director of Vigon International

On June 9, 2025, global provider of specialty chemicals and food ingredients Azelis announced that Nate Zurisko has been promoted to managing director of Vigon International, an Azelis company. Zurisko has 13 years of experience in the flavor and fragrance industry and previously led commercial activities for Vigon International as senior vice president of sales.

"Leading Vigon will be an honor for me," Zurisko said. "I look forward to continuing to work alongside this outstanding team to build our leading specialty chemicals brand in the F&F industry. The opportunity to grow and develop has been a career-long dream. I am confident that Vigon's talented team, supported by recent advancements in the sustainability of our infrastructure and technology, will enable us to achieve new heights."

Vuk Milojkovic, managing director of Azelis, added, "We are excited for Nate's new position. Having worked with him over the past several years, Nate has brought sales excellence and leadership skills to the next level. His intimate knowledge of principals, customers and our technical expertise will help foster new growth for our F&F business. We are all very excited about this new chapter in Nate's career."



"Leading Vigon will be an honor for me," Zurisko said. "I look forward to continuing to work alongside this outstanding team to build our leading specialty chemicals brand in the F&F industry."

From top: courtesy of Spray-Tek; Azelis

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Givaudan Introduces ChériScentz Fragrance Technology

Givaudan announced the launch of ChériScentz, a new fragrance technology that allows perfumers to create scents that evoke sensuality in their creations. ChériScentz will join the company's existing line of neuroscience technology innovations, including MoodScentz+, VivaScentz and DreamScentz.

According to the company's press release, ChériScentz was developed to meet consumer demands for scents that reflect authenticity, inclusivity and emotional connection.

"This innovative tool, which was conceived in Brazil, harnesses advanced research derived from global consumer studies and is evaluated using G-Evocations, a specialized method that assesses fragrance sensuality through visual stimuli," said Jeremy Compton, global head of science and technology for fragrances at Givaudan. "This approach guarantees high discrimination, quality results and consumer relevance across diverse markets."

The company's internal data shows that 95% of Brazilian women surveyed find connection with their sensuality when using a perfume and 72% of French and American consumers stated that someone's fragrance can make them want to touch or kiss them.

ChériScentz can be applied to a wide variety of fragrance offerings, including fine fragrances, bath products, laundry care and home care. p&f+



ChériScentz was developed to meet consumer demands for scents that reflect authenticity, inclusivity and emotional connection.

Custom Flavors Breaks Ground on East Coast Production Facility

On June 3, 2025, Custom Flavors held a groundbreaking event for its new east coast processing facility in Concord, North Carolina. This new facility will double the company's production capacity, streamline shipping and strengthen product development support.

The Concord facility, designed by firm A M King, will contain 53,000-square feet of production and lab space. The facility will also allow Custom Flavors to better serve its Midwest and East Coast customers with reduced shipping costs.

"It has been a tremendous experience working with … the team at A M King," said Alex Wendling, president of Custom Flavors. "Together, we have designed a premier flavor manufacturing and innovation hub here in the greater Charlotte region and today kicks off the accelerated buildout to meet the demands of our wonderful, fast-growing customers. With each phase of this project and the continued evolution of our existing operations, we look to offer even more to those who count on us."



Custom Flavors held a groundbreaking event for its new east coast processing facility in Concord, North Carolina.

Custom Flavors has estimated that this project will generate 30 new jobs over the next three years in food science, production and quality control. p&f+

From top: Image by SakurraVlki at Adobe Stock; courtesy of A M King

Turpaz Acquires Carotex, Strengthens Position in F&F in Europe



The company has a broad customer base across Europe, particularly in the beverage sector.

Turpaz Industries announced the acquisition of Polish company Carotex for $23.4 million and 22% of the shares in Turpaz's Polish subsidiary, Pollena Aroma.

Founded in 1989, Carotex develops, markets and manufactures flavors and fragrances for a variety of industries, including food and beverage, personal care, air care and cosmetics. The company has a broad customer base across Europe, particularly in the beverage sector.

According to the press release, the founders of Carotex will join Pollena Aroma's management team and assist in integrating the companies' operations.

"We are pleased to welcome Carotex to the Turpaz group," said Karen Cohen Khazon, chairperson and chief executive officer of Turpaz. "The acquisition of Carotex's operations makes a strategic step in Turpaz's expansion within the European flavor and fragrance market. Carotex synergistically complements Pollena's operations, and the integration in the segment of sweet flavors and innovative solutions for the food and beverage industries, as well as in the fragrance segment, will enable Turpaz to achieve operational efficiencies and expand its customer and product portfolio. This acquisition brings significant value, including professional expertise, complementary products and a broad customer base. The merger will strengthen our presence and position in the European market and create greater value for our customers and shareholders."

Lidia, Jan and Andrzej Tatrzański, founders of Carotex, added, "We are excited to join Turpaz Group and to merge Carotex with a company that shares our organizational culture, passion for innovation and commitment to excellence in flavors and fragrances. The merger between Carotex and Pollena creates true added value — a combination of deep expertise in the world of flavors and fragrances, advanced development and production capabilities, a strong understanding of customer needs and complementary geographic presence. We are confident that these synergies will allow us to expand our range of solutions, deliver even greater value to our customers and grow together to new heights, all while preserving Carotex's legacy."

p&f+

Image by Successo at Adobe Stock

Eurofragance Invests €10 Million to Expand Barcelona Manufacturing Plant



Eurofragance's press release states that the expansion will allow the company to improve its production capabilities for greater production volumes.

Courtesy of Eurofragance

Eurofragance announced its plans to expand its production facility in Rubí, Barcelona, Spain. The expansion, a €10 million investment, will include new facilities and dosing robots to help automate the company's production.

According to the company's press release, the Rubí site carries out half of Eurofragance's global annual output. With these expansions and renovations, the company will now be able to meet the growing demand for its customers in Europe, Africa, Turkey and the Middle East.

"The renovation of our flagship factory along with a redesigned workspace and new robotics allows us to triple our production capacity," said chief operations officer Clara Mena. "The more than 2,000 square meters expansion of our production facility includes remodeled offices and labs to ensure greater ergonomics and increased worker satisfaction. Thanks to an innovative approach and our commitment to sustainability, we have improved our usage of available space, while also creating a more modern, efficient and pleasant work environment."

Santiago Giménez, global plant engineering manager, added, "With this expansion, we have automatic 80% of our operations. This allows us to improve the reliability and traceability of our processes and increase the quality of our fragrances. We have also incorporated resource optimization systems, such as the use of solar panels that generate over one-third of our energy needs. Additionally, we have strategic internal resources to ensure the continuity of our production process in the event of an unexpected situation."

Eurofragance's press release also states that the expansion will allow the company to improve its production capabilities for greater production volumes.

Kerry Group, Monell Chemical Senses Center Inaugurate Stephen Manheimer Scholarship in Flavor Science



Stephen Manheimer served as executive vice president at Kerry Group for nearly two decades until his retirement in August 2024.

Global taste and nutrition company Kerry Group and the Monell Chemical Senses Center have established the Stephen Manheimer Scholarship in Flavor Science. This scholarship is intended to support the next generation of flavor scientists in advancing the understanding of taste perception, bridging research perspectives between academia and industry and driving real-word applications.

Stephen Manheimer, best known for his integral role in the growth of his family's company, J. Manheimer Inc., served as executive vice president at Kerry Group for nearly two decades until his retirement in August 2024. He first became associated with Monell in the 1970s, later joining their International Advisory Council in 2001 and Monell's Board in 2018. In 2017, Manheimer received the Ron Deal Award of Excellence from the International Federation of Essential Oils and Aroma Trades (IFEAT).

The Manheimer Scholarship is designed for students pursuing a master's or doctoral degree in flavor science with an interest in pursuing a career in the flavor or food industry. The scholarship includes funding for up to two years of study, including a research project at the Monell Center.

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Courtesy of Kerry Group

American Cleaning Institute Names Jennifer Abril Next President, CEO

On June 16, 2025, The American Cleaning Institute (ACI) announced the appointment of Jennifer Abril as its next president and chief executive officer, effective August 11.

Abril is currently the president and chief executive officer of the Society of Chemical Manufacturers & Affiliates (SOCMA), where she has led since 2016. She earned a bachelors degree in international studies from The American University and a masters degree in management from the University of Maryland Global Campus. Prior to serving as SOCMA's leader, Abril was the president of the International Fragrance Association, North America from 2008 to 2016.

"It is a privilege to join the American Cleaning Institute, an organization with a strong legacy and critical mission," Abril said. "The cleaning product supply chain is essential to public health, quality of life and our nation's economy. From advancing sustainability to championing science-based policy, ACI is at the forefront of issues that touch every household. I am thrilled to work with Team ACI and its exceptional members to further elevate the industry's impact."

According to the organization's press release, co-interim CEOs Douglas Troutman and Korie Traver will continue to lead the ACI until August 11.

"Jennifer Abril is the ideal person to lead ACI into its next chapter," said board chair Suzanne Carroll. "The board was impressed not only with her deep experience in advocacy and policy, regulatory engagement and trade association leadership, but also with the passion and dedication Jennifer has exhibited throughout her 25+ year career in the regulatory and policy arena. This, plus her experience within the chemical sector, will enable her to hit the ground running to lead ACI."



"It is a privilege to join the American Cleaning Institute, an organization with a strong legacy and critical mission," Abril said.

Courtesy of ACI



PROFILE: MAISON ETHAN TURNER

The ISPICA graduate discusses creativity, career breakthroughs and how he stays inspired.

Can you share a defining moment or significant breakthrough in your career as a perfumer?

Ethan Turner [ET]: During my career, there has constantly been an ebb and flow for what success and breakthroughs look like. I started as a perfumer focused on creating bespoke fragrances for individuals. I offered it on a quarterly subscription service. This allowed me to begin learning the trade but required a significant amount of time and creative energy. As I improved, I realized that there would need to be a different business model and a more strategic approach to perfumery to preserve my creative energy. That meant shifting my business and also improving the attributes of being a perfumer.

I went to ISIPCA and at the same moment shifted from working with individuals to brands, businesses and celebrities. This shift stabilized my company and finishing ISIPCA gave me a framework to help preserve creative energy. I believe this was an important breakthrough because my clientele has increased and the accuracy of my fragrances according to the briefs I'm presented has honed. I feel that now I can create complex or simple fragrances for small and medium-sized brands. I believe the next breakthrough will be an operational capacity breakthrough!

How do you find the right balance between artistic expression and the technical limitations of perfume formulation?

ET: One thing that I have learned, is it is easier to learn the science behind a trade than it is to learn the art. In order to strike a balance between artistic expression and technical limitations, I approach first with the art. When I am presented with a brief, I ask my clients to think less about the technical portion of a fragrance and more about what emotions and story they are trying to tell.

We discuss the sound of the fragrance, the color it evokes, the feelings they want the wearers to embrace, and the texture they want to feel when smelling it. We take this and craft a character and a story for this fragrance, which could be the ideal wearer or just a representation. After this is done, we look at the ingredients that help to bring this story to life. When there are technical limitations, we rely on the story to see what our main character will do to overcome the odds. I let the art guide me around technical limitations.



The ISPICA graduate discusses creativity, career breakthroughs and how he stays inspired.

Name: Ethan Turner

Title: Perfumer, Maison Ethan Turner

Location: Phoenix, Arizona

Are there specific skills or knowledge areas you believe are crucial for a perfumer to master?

ET: I believe the most important skill a perfumer can have is to learn to craft stories. Perfumery, to me, is a medium of storytelling. I wrote screenplays and novels in my youth, and the transition into perfumery was simply a matter of finding a new way to express those stories. Therefore, I think it is crucial to hone your empathic mind so you can create believable stories.

Courtesy of Maison Ethan Turner

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It is also important to have patience. Perfumery is a slow and meticulous trade. From designing the fragrance, the bottles, boxes, labels, and all of the details that are within those—you have to be patient. Staying meticulous about the details will help in writing formulas, inventory, checking batches for errors, memorizing ingredients, and recalling them at the right time. The technical side of perfumery is important, but I see it as a way to standardize (and keep safe) your perfumery practice. It can firm your predictions, prevent problems, and provide new hypotheses around your creations, but it will never replace the creativity necessary to tell stories.

How do you maintain your creativity and stay inspired in such a niche industry?

ET: I heard this question asked during a meet and greet with master perfumer Jean Claude Ellena, and it made me reflect on my answer to this. I would ask, do authors write the same story multiple times, do artists paint the same picture multiple times, and do musicians make the same song multiple times? The answer is rarely, but they do take inspiration from their previous work. As an artist, you are constantly seeking ways to either improve, reform or redact your creations.

Not everything is innovative and completely new, but most works of art are not duplicates. There is nothing new under the sun, but we can enjoy the shade in new parts of the world to take a new perspective on how the shade is valued. I try to seek new perspectives on life through travel, food, wine, meeting new people, learning new languages, and enjoying all that the world has to offer.

Abraham Heschel, a great philosopher and activist, believed when we lose the will to see"awe" in the world we lose our connection with God. I approach my art the same way, there is always something to be amazed by, and if you aren't seeing it you haven't really found the beauty in the world that God has created.

Have you ever had a fragrance experiment go amusingly wrong? What happened?

ET: Amusingly wrong is a great way to describe many of the fragrances that we create before submitting them for briefs. I have built fragrances that I thought I would hate and love. I have built fragrances that I thought I would love and hated. The beauty in an amusingly wrong fragrance is that we realize that"wrong" is in the eye of the beholder. There are fragrance enthusiasts for every type of fragrance. Wrong is a fragrance in comparison to its brief or its intention.

When the intention is artistry, can art ever be wrong? If someone enjoys the piece, but I as the perfumer don't, it is a subjective experience. I once built a Pineapple Brandy fragrance when I first started working with business clients. It did not live up to their expectations. I shared this same sample with another business client, and with a few tweaks we had created their dream. There was a distinct greenness to the pineapple accord one client felt wasn't great, which my other client adored. That is the beauty of amusingly wrong creations! p&f+





cis-*3-Hexenyl hexanoate has a distinct tropical tinge that fits perfectly in that unusually wide category of fruit flavors.*



BY JOHN WRIGHT
johnwrightflavorist@gmail.com

Flavor Bites: *cis*-3-Hexenyl hexanoate

Learn about the diverse range of applications for *cis*-3-hexenyl hexanoate.

Cis-3-Hexenol is often used in combination with one or more *cis*-3-hexenyl esters. *cis*-3-Hexenyl hexanoate(FEMA#3403, CAS#3150-11-8) is an interesting option in two respects. Most importantly, it has a distinct tropical tinge that fits perfectly in that unusually wide category of fruit flavors. Secondly, it is much less volatile than all the obvious alternatives, such as *cis*-3-hexenyl iso-valerate, but still packs a punch in practical flavors. This advantage of excellent heat stability broadens its usefulness way outside the tropical fruit category.

Note that the dose rates given throughout this article are the levels suggested for use in flavors intended to be dosed at 0.05% in ready-to-drink beverages or in a simple bouillon.

Image by annapustynnikova at Adobe Stock

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Tropical Fruit Flavors

Acerola: Thirty ppm of *cis*-3-hexenyl hexanoate brightens acerola flavors noticeably.

Banana: This raw material is particularly effective in banana flavors, and the suggested use level partially reflects that. Two hundred ppm is a reasonably moderate starting point.

Cherimoya: Flavors gain freshness from a moderate addition of *cis*-3-hexenyl hexanoate, around 100 ppm.

Dragonfruit: A similar level, 100 ppm, has a similar effect in dragonfruit flavors.

Durian: Durian is dominated by heavy sulfur notes, but 50 ppm of *cis*-3-hexenyl hexanoate has a subtle brightening effect. This results in a slightly better balanced flavor profile.

Guava: *cis*-3-Hexenyl hexanoate counterbalances the heavy cinnamates in guava flavors. Levels are very variable, but 100 ppm works well.

Jackfruit: The best level of addition of *cis*-3-hexenyl hexanoate in jackfruit flavors is around 200 ppm.

Kiwi: The same 200 ppm-level is perfect in kiwi flavors. Kiwi is quite a subtle flavor within the tropical category and this level adds noticeable, heat stable, freshness.

Mango: Levels are much higher in mango flavors, perhaps a little surprising given the sensory distance between mango flavors and passionfruit flavors. Eight hundred ppm is not overdone.

Mangosteen: Mangosteen flavors bring us back into the modest category. Fifty ppm is useful, but not intrusive.

Passionfruit: The link between cis-3-hexenyl hexanoate and passionfruit flavors is so obvious, adding to freshness and also the central tropical note. Levels can be quite high, starting at 1,000 ppm.

Pineapple: The best level of *cis*-3-hexenyl hexanoate in pineapple flavors depends very much on the effect required. Two hundred ppm adds attractive freshness. Levels up to 1,000 ppm can also work, giving enhanced fruit and obvious freshness.



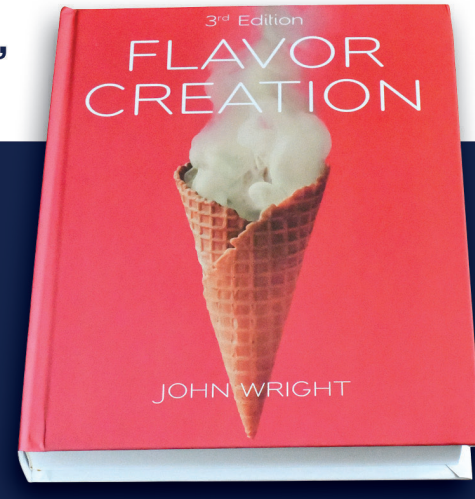
Durian is dominated by heavy sulfur notes, but 50 ppm of cis-3-hexenyl hexanoate has a subtle brightening effect.

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JOHN WRIGHT'S FLAVOR CREATION,
Third Edition is now available!

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This must-have guide covers everything from flavor creation techniques and raw materials to end products and sensory science. Get your copy today!



Sapodilla: Sapodilla flavors are an interesting, but minor, category. *cis*-3-Hexenyl hexanoate is only needed at around 30 ppm to brighten the profile.

Soursop: Similar comments could be made about soursop flavors. The ideal level is only a little higher, around 50 ppm.

Berry Flavors

Blackberry: Most berry flavors, with one very obvious exception, normally tread a fine line between ideal ripeness and freshness. In consequence, the ideal level of *cis*-3-hexenyl hexanoate is often modest. For blackberry flavors, 100 ppm works well.

Blackcurrant: A slightly higher level, around 200 ppm, is more effective in blackcurrant flavors because of the dominant sulfur notes.

Cranberry: Despite the eventual stewed fate of many cranberries, the flavor benefits from a hint of freshness. One hundred ppm of *cis*-3-hexenyl hexanoate provides that.

Loganberry: Loganberry flavors often have some characteristics in common with blackberry flavors. This is the case here, and 100 ppm works pretty well.

Raspberry: A similar addition can be one way of optimizing raspberry flavors. Another, possibly better, option is to split the fruity green note between *cis*-3-hexenyl hexanoate and *cis*-3-hexenyl formate. This mixture adds a hint of rawness.

Strawberry, Fresh: This flavor is the obvious exception within the berry category. Very obvious green notes work well in combination with ripe notes. *cis*-3-Hexenyl hexanoate is a very good companion to *cis*-3-hexenol at a wide range of levels, starting at 500 ppm.

Other Fruit Flavors

Melon, Canteloupe: *cis*-3-Hexenyl hexanoate can be used in watermelon flavors, but it is far from essential. Cantaloupe melon flavor, in contrast, benefits considerably from around 50 ppm.



Loganberry flavors often have some characteristics in common with blackberry flavors.

Image by Solivox at Adobe Stock

Peach and Apricot: This raw material highlights the separation between peach and apricot flavors. Five hundred ppm of *cis*-3-hexenyl hexanoate is ideal for peach flavors, but is a whole order of magnitude too high for apricot flavors.

Plum: Plum, and to a lesser extent damson, flavors benefit from the added freshness of *cis*-3-hexenyl hexanoate at 200 ppm.

Pomelo: *cis*-3-Hexenyl hexanoate is not a raw material that springs to mind for citrus flavors, but it does enhance pomelo flavors. Levels vary depending on the emphasis on peel or juice notes, but 100 ppm is a good place to start.

Rhubarb: Methyl phenyl carbinyl acetate has a hint of green in its profile, which is fleshed out nicely by 100 ppm of *cis*-3-hexenyl hexanoate.

Other Flavors

Honey: Honey flavors are overflowing with heavy, sweet floral notes and need an element of contrast. *cis*-3-Hexenyl hexanoate is very effective at levels of addition in the region of 200 ppm.

Pepper: All pepper flavors need to offset the pungent methoxy pyrazine notes. *cis*-3-Hexenyl hexanoate is great because it softens the green notes, adds useful freshness and also adds a hint of fruit in Jalapeno flavors. One hundred ppm is a good starting point.

Tea: Despite the obvious differences, there are a number of common ingredients that are important in all tea flavors. Levels of *cis*-3-hexenyl hexanoate range from 40 ppm in black tea flavors up to 200 ppm and more in green tea flavors.



cis-3-Hexenyl hexanoate is very effective at levels of addition in the region of 200 ppm for honey applications.

Tomato, Fresh: *cis*-3-Hexenyl hexanoate adds freshness and depth to tomato flavors, blending well with the other green notes. Levels ranging from 50 ppm and up work well.

p&f+



Image by slawek_zelasko at Adobe Stock

SUSTAINABLE SOLVENTS: BALANCING PERFORMANCE AND ENVIRONMENTAL RESPONSIBILITY IN FRAGRANCES

SPONSORED BY SOLVAY

The world of fragrances presents itself as an inspiring field full of possibilities, permeating our daily lives in countless ways—from the reed diffusers that perfumes the office, to our everyday moisturizer, our favorite perfume, the cleaning product that disinfects our home, and even the scent of freshly laundered clothes. While there is a vast array of ingredients available to create the perfect fragrance for each application, the options for the solvent used in its dilution are considerably more limited. Historically relegated to the role of a mere auxiliary agent, with the sole function of dissolving the fragrance components, solvents have gained prominence in light of recent challenges related to sustainability, performance, and competitiveness, propelling the industry towards a more in-depth investigation. Today, it is recognized that the careful **selection of the solvent** represents a smart strategy to optimize the potential of the fragrance, simultaneously meeting the demands of contemporary consumers.

Considering the solvent's crucial role—not only in fragrance solubilization and performance enhancement but also its impact across several scented devices and formats- Augeo® emerges as an innovative, high-performance solution. Beyond its sustainability and safety for both people and the environment, it positively **contributes to the olfactory performance of fragrances** within formulations and their effective diffusion in ambient spaces. This solution aligns with multiple regulations, including LVP-VOC (USA), EU Ecolabel and Safer Choice.

The solvent in fragrances is much more than a simple diluent; it's crucial for **solubilizing** the diverse fragrance ingredients into a stable, homogenous solution, preventing separation and ensuring scent consistency. It also facilitates **dilution in water or other vehicles**, in this way as disclosed in the table below, Augeo provides a wider range of fragrance solubilization compared to diproprylene glycol (DPG) taking into account different polarities. Additionally, Augeo® allows making the fragrance safe and suitable for various applications while influencing its **volatility** and how the scent unfolds over time due to its adequate evaporation profile. In comparison, DPG almost doesn't evaporate causing application issues in air care devices. Beyond these core functions, the solvent impacts fragrance **stability, viscosity**, and increasingly, its **sustainability**. As a biobased solvent, Augeo® aligns renewable sources with a low carbon footprint. Therefore, the right solvent is essential for a fragrance's performance, aesthetic appeal, and environmental profile.



The solvent in fragrances is much more than a simple diluent; it's crucial for solubilizing the diverse fragrance ingredients into a stable, homogenous solution.

Courtesy of Solvay

Various scented devices offer distinct approaches to home fragrance, and the choice of solvent in their fragrance formulations plays a critical role in their performance:

- **Reed diffusers** rely on a solvent, often with a controlled volatility such as Augeo®, to carry the fragrance oils up the reeds and evaporate gradually into the air, providing a consistent, subtle scent release. The solvent's properties influence the rate of evaporation and thus the **longevity and intensity of the fragrance**. Their benefits include low maintenance and sustained release, though they offer limited scent throw and intensity control, partly determined by the solvent's characteristics. In this way, Augeo® is the best solvent for adequate constant evaporation in compliance with LVP-VOC demanding regulations.

FRAGRANCE	Polarity	Augeo® (w/w)				DPG (w/w)			
		10%	15%	30%	50%	10%	20%	30%	50%
Bulgarian lavender oil	Nonpolar								
Caryophyllene	Nonpolar								
Galaxolide	Nonpolar								
Terpinyl acetate	Intermediate								
L-menthone	Intermediate								
Coumarin	Intermediate								
Vanillin	Polar								
Ethyl maltol	Polar								

Augeo® has high compatibility with aroma chemicals, allowing the solubilization of a wide range of fragrances for different types of products.

- **Electrical plug-ins** utilize heat to accelerate the evaporation of the fragrance oil, which is dissolved in a solvent. The solvent's flash point and volatility are key considerations for **safety, the speed**and **intensity of scent dispersal.** These devices deliver a rapid, often powerful burst of fragrance and offer adjustable intensity, largely by controlling the heating of the solvent-fragrance mixture. However, they can be overwhelming in smaller areas and require a power source.



Solvay's Augeo can be used in a variety of home care applications.

- **Scented candles** incorporate fragrance oils directly into the wax, which acts as a matrix and, upon melting, releases the scent. While there isn't a traditional "solvent" in the same way as liquid devices, the properties of the wax (a complex mixture of hydrocarbons) influence the release of the fragrance molecules, acting somewhat analogously to a solvent in controlling diffusion as it melts. The scent throw is variable, depending on the wax type, fragrance load, and burn pool, all of which affect how effectively the fragrance molecules are liberated. They necessitate careful handling due to the open flame. Additionally, Augeo® acts to improve **fragrance incorporation into the wax**, especially high crystalline polar powders such as maltol, ethyl maltol and vanillin, also reducing soot (cleaner burn) and causing less oxidation/yellowing of the final candle.
- **Ultrasonic** diffusers disperse a fine mist of water and essential oils. Here, water acts as the primary dispersing medium, though essential oils themselves contain volatile organic compounds that contribute to the scent. The performance depends on the diffuser's ability to effectively break down the water and oil mixture into a mist, allowing the scent molecules to be carried into the air. They offer a gentle, customizable scent experience and can humidify, but their scent projection may be less potent compared to devices that rely on the evaporation of a dedicated solvent-fragrance blend. In this case, as Augeo® is **totally water soluble** and enables a better fragrance incorporation into the water, evaporation properties including scent throw can be optimized by using Augeo®.



From ingredients to packaging, the barrier to entry is lower for body sprays than fine fragrances.



BY AMY MARKS-MCGEE
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Forward Thinking: 3 Fragrance Trends Happening Now

Solid perfumes, enhanced body sprays, and music-inspired scents are the latest fine fragrance trends hitting shelves.

According to Circana[1], for the first quarter of 2025, fragrance continues to hold its place as the top-performer in the U.S. beauty industry, with dollar sales up 4% in the prestige channel and 8% in the mass market. In 2024, Circana[2] reported that fragrance was the fastest-growing category with an increase of 12%. In prestige, fragrance accounted for 28% of total prestige beauty sales. Value-based and layering-type products such as body sprays jumped by 94% and hair fragrances increased 32%.

Gen Z is driving fragrance growth fueled by social media. According to Piper Sandler[3], in 2024, teenage boys drove 26% of this increase. In the U.S. alone, 44% of boys ages 12 to 14 (Gen Alpha) and 57% of boys ages 15 to 17 (Gen Z) report using fragrance up to three times per week. Circana's data

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revealed that TikTok ranked number one for influencing Gen Z to make fragrance purchases(66%), followed by Instagram (64%) and YouTube (41%).

Spate's research[4] also indicates that fragrance is currently the fastest-growing segment in global beauty. Fragrance's popularity is growing by 26.8% year-over-year (YoY) with 66.7 thousand average monthly searches on TikTok. Top-performing fragrance subcategories include long-lasting perfumes (75.1% predicted YoY growth), mini perfumes (78.4%) and perfume gift sets (68.7%). Consumers' interest in mini perfumes and perfume sets contributed to the growth.

"Two key behaviors are a desire to build curated collections and a preference for sampling high-end fragrances without committing to full-size bottles," states Yarden Horwitz, Spate co-founder.

More Than A Body Spray

Body sprays have made a comeback as discussed in Trendincite's *Perfumer& Flavorist+*[5] "Forward Thinking: 5 Trends Shaping The Bath& Body Industry" article, which appeared in the October 2023 publication. Body sprays are evolving. In addition to smelling good, many recent launches serve more than one purpose, such as hair and body mists enriched with skin care ingredients and alcohol-free water-based formulas. From ingredients to packaging, the barrier to entry is lower for body sprays than fine fragrances.

In 2024, hair and body mist sales in the prestige market reached $474 million, according to Circana[6]. Further, 55% of consumers aged 18-34 have changed their fragrance behavior over the past six months and now buy more body sprays, per Circana[7]. Euromonitor's research[8] echoed this sentiment, stating, "Body mists are gaining popularity as an economical alternative to fine fragrances. Premium body mists, which combine affordability with quality, are particularly appealing in a cost-conscious climate."

For example, hand sanitizer brand Touchland entered the category with Power Essence, an eight SKU line of body& hair fragrance mists infused with skin care ingredients including hyaluronic acid, niacinamide and panthenol. Kitsch, known for its hair care and accessories, introduced five hair perfumes that can be layered and are formulated with a patent-pending "odor-eliminating technology" to neutralize unwanted odors. The "multi-tasking hair mist can refresh your hair, act as a body spray, or be spritzed on your satin pillowcase."

Blake Lively has extended her Target-exclusive Blake Brown line with new Hair and Body Refresh Mists using the brand's signature hair care scents. After multiple requests from the brand's community, Blake Lively created three standalone fragrances: Bergamot Woods, Sandalwood Vanille and Wild Nectar Santal. The package is designed to look like a "retro, classic perfume bottle."



Skylar's Boardwalk Delight Scent-Screen SPF 30 mist is formulated with red algae and copper peptides, known to help support skin hydration, smoothness, and visible signs of aging.

A noteworthy launch is Skylar's limited-edition summer exclusive Scent-Screen fragrance-infused SPF 30 mist. Featuring the brand's popular scent, Boardwalk Delight, the notes include cotton candy, coconut milk, and vanilla. According to the brand, the ultra-fine mist is water-resistant for 80 minutes and easily layers over makeup and skin care products. The formula is vegan and contains red algae and copper peptides.

On Solid Ground

Solid perfumes are not new; however, they are trending. Consumers, particularly the younger generation, are interested in new scent formats. Solid perfumes meet many expectations: they are portable, sustainable, affordable, skin-friendly and layerable for personalization.

For example, Glossier debuted a waterless solid edition of Glossier You in 2018 and discontinued it in 2019. The innovative packaging features a magnetized and weighted swivel compact sculpted with a thumb

Courtesy of Skylar

print for ease of use. In 2022, the brand relaunched Glossier You Solid in a vegan formula, and the swivel compact is now refillable.

According to Verified Market Research[9], the solid perfume market was valued at $1.42 billion in 2024 and is projected to reach $2.56 billion by 2032 with a CAGR of 11.3%. From compacts to sticks, solid perfumes come in a variety of fun, alcohol-free, skin-friendly, and refillable formats.

Soaked The Solid Perfume by Sidia features an alcohol-free formula with *olea europaea* fruit oil, vitamin C and jojoba seed oil. Housed in a luxe, matte black portable compact, the fragrance is designed to be layered and highlights juniper, lemon, cypress, cedarwood, amber and musk.

Last year, Noyz released The Solid Fragrance Pair featuring the genderless fragrance brand's two bestselling scents: Unmute(Vanilla) and Love Club(Floral). Now, the brand offers solid fragrances in six scents, including Detour, its most recent launch. The alcohol-free scents are packaged in a refillable stick case. Additionally, Noyz added a Solid Fragrance Bag Charm that works with any of the brand's solid fragrances and can be personalized with Noyz stickers.

Miss Dior introduced three mini solid refillable perfumes in a concentrated translucent pink stick. The alcohol-free scents are formulated with rose wax and are available in Miss Dior Blooming Bouquet, Eau de Parfum and Parfum. The fragrances are packaged in an elegant silver tube that looks like lipstick.



The Rolling Stones Subversive Collection features five unisex scents that are "elegant yet wild, sensual yet raw, that pays an olfactory homage to the rebellious soul of rock'n'roll."



The Noyz Solid Fragrance Bag Charm works with any of the brand's solid fragrances and can be personalized with Noyz stickers.

Chanel has launched a limited-edition All-Over Fragrance Balm for men, featuring its Bleu De Chanel fragrance. The multi-use solid is designed for use on the hands, hair, and beard and is "positioned as both a fragrance and grooming product." Not a solid perfume, but a notable new product is Chanel's Coco Mademoiselle Eau de Parfum Intense Purse Spray. Described as a "piece of jewelry that adorns the wrist," the accessory features a double-strap string of pearls and a golden chain and comes with three 7-ml refills.

Music To My Nose

Perfumers and musicians are both artists, each using their craft to create experiences for consumers to enjoy. Music is the latest fine fragrance muse, with new fragrance launches inspired by a variety of bands and genres.

At the end of 2024, the Rolling Stones expanded their RS No.9 brand with the limited-edition fragrance launch of RS No.9. Designed in collaboration with Nirvana Brands and Bravado, 999 bottles were created and the fragrance sold out at the flagship store on Carnaby Street, London. The scent has notes of bergamot, lemon, worn leather, oud, musk and patchouli. The fragrance is an homage to the place where it all began and is described as an"olfactory journey through The Rolling Stones' legacy."

This year, Nirvana Brands released five unisex fragrances under the Subversive Scents by The Rolling Stones brand. Available in Paint It Black, Satisfaction,

From top: Courtesy of Noyz; Nirvana Brands

Sticky Fingers, Urban Jungle and Wild Horses, "each fragrance has been developed to reflect a different moment in The Rolling Stones' history or a song, album or tour."

The Marley Family introduced a six-fragrance collection as "a tribute to the legacy, love and heritage of [Bob Marley] Tuff Gong and the late icon's Jamaican roots." The six scents- Lights Down Low, Mellow Mood, Place of Peace, Satisfy My Soul, Soul Rebel and Simmer Down "are inspired by Marley's timeless message of love, unity, and peace, and designed with mood-enhancing technology to arouse feelings of happiness, relaxation or invigoration."

Duran Duran partnered with Italian perfume house Xerjoff to develop two unisex fragrances, NeoRio and Black Moonlight. NeoRio is "a nod to the band's seventh hit single, Rio," and features candied fig, elemi absolute, rum, Spanish cistus oil, maple syrup, rose oil, saffron, balsam of Peru, patchouli and tonka bean. Inspired by the band's "darker side," Black Moonlight highlights bergamot, cardamom, mandarin, saffron, lavender, myrrh, sambac jasmine absolute, ylang-ylang, labdanum, patchouli, tolu balm and tonka bean.

Italian fragrance house Jusbox launched Sisters B4 Misters, inspired by the Spice Girls. The scent is designed with "five distinct ingredients, each corresponding to one of the Spice Girls' alter-egos: Ginger for the fiery and bold, Lime Heart for the athletic and energetic, Orris for the poised and polished, Sugared Milk Accord for the innocent and whimsical and Amber for the fierce and fearless."

Day Three Fragrances and Christian pop artist Megan Woods have teamed up to launch the Royal Reflection fragrance. Inspired by the lyrics of the song "The Truth," the fragrance contains passionfruit, French rose and white musk. Grammy-nominated rapper Ice Spice and Revlon announced a new partnership to develop a bespoke fragrance line, expected to be released in 2026.

Alexander Yashin is a blind Russian perfumer who works at Pure Sense, a Moscow-based fragrance house. Yashin draws inspiration from music and his time as a member of a folk travelling ensemble.

He says, "Perfumery is like music: we have notes– separate elements of perfume; we have chords– a combination of perfume notes."

Fragrance Going Strong

Fragrance sales ebb and flow but currently, fragrance is going strong. The younger demographics are fueling growth with their interest in new formats, including body sprays that do more than scent and solid perfumes that are portable and sustainable. Both formats are more affordable than traditional fine fragrance, which enables consumers to experiment, such as layering and creating a personalized fragrance wardrobe. Expect more hair and body mists enriched with skin care ingredients and alcohol-free water-based formulas.



The six SKU Marley fragrance collection is a tribute to Bob Marley, 44 years after his passing. Shown: Satisfy My Soul fragrance is designed to make you feel happy and features notes of sea salt, neroli leaf, ambrette, Immortelle, orchid, cashmirwood, benzoin, vanilla absolute, and musk.

Courtesy of Marley Fragrance

Pop culture and music are common muses for fragrance launches. Perfumers are currently creating scents that take consumers on an olfactory journey through various bands and their histories. Watch as the fragrance market evolves with multipurpose fragrances, new formats, and inspiration from pop culture.

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Maison Psyché Combines Ancestral Distilling with Excellence in Perfumery:

Q&A with Principal Perfumer and Cellar Master

Maison Psyché's creative duo discusses the inspiration behind their latest launch, Éclat d'Ombre.



Éclat d'Ombre, a unisex, limited-edition fragrance that incorporates elements of the Rémy Martin Cognac cellar.

Image courtesy of Maison Psyché

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There are several products that have become synonymous with the region or city of France from which they are created: champagne, Dijon mustard, Chantilly lace. Cognac, a uniquely double-distilled spirit, comes from the southwest of France and is made by one of the many "Grande Marque" Cognac houses in the city. One such house, Rémy Martin, part of the Rémy Cointreau portfolio of brands, embarked on a new path with the creation of a luxury perfume house: Maison Psyché.

Maison Psyché, founded in 2021, made its debut in the fine fragrance space two years ago. Known for its limited Baccarat crystal bottles adorned in gold (or sometimes diamonds), this fragrance house combines the worlds of perfumery and distilling to create luxury fragrances that incorporate elements of its own Cognac cellar.

éclat d'Ombre, a unisex, limited-edition fragrance, is the latest launch from the house and will only be available in 30 numbered bottles. Principal perfumer Sophie Labbé describes this fragrance as "a delicate balance of bright citrus, the captivating power of rose enhanced by osmanthus and the shadowy, earthy freshness of patchouli."

Perfumer & Flavorist+ spoke to Sophie Labbé and cellar master Baptiste Loiseau to learn more about the intersection of perfumery and distilling and dive into this unique scent.

What are the similarities and differences between cognac and fine fragrance?

Cognac comes from a singular terroir, whereas fragrances source their natural raw materials from around the world. Cognac will take many years to age, while fragrances generally take a few weeks to mature.

This exclusive fragrance is crafted by aging carefully selected raw materials in small, purposely designed oak casks within Maison Psyché's dedicated cellar in Cognac, France. This unique process, inspired by the exceptional know-how of the Maison Rémy Martin, allows the ingredients to mature and develop complex aromas. It gives both an exceptional roundness and natural aromatic fullness.

This natural transformation strengthens the perfume, allowing it to use fewer and purer ingredients. The process is based on the same dialogue with the wood. Time for cognac will be longer, and the wood of the barrel will also differ as Maison Psyché has designed its own oak barrels imbued by *eaux de vies* for many years.



Sophie Labbé, principal perfumer, Maison Psyché

Why do you think cognac lends itself so well to fragrance development?

Cognac lends itself to fragrance development because of its respect for nature, of the "terroir." Because of its exceptional know-how in elevating fine raw materials and its long-honored quest for quality and olfactory emotion.

What was the inspiration for éclat d'Ombre?

At its core, Maison Psyché is on a relentless quest to exalt the wonders of nature, capturing its essence with meticulous craftsmanship and reverence. Inspired by the artistry of master distillers and the elegance of high-end spirits, Maison Psyché elevates the traditional perfume experience into an immersive ritual of luxury.

At Maison Psyché, the perfumer and cellar master unite their expertise to conceive a new dimension in perfumery. They create fragrances unrivaled in natural aromatic richness, heightened by the test of time and magnifying nature's beauty. The fragrances are designed to be unisex, forging a new standard of luxury olfactory experience.

éclat d'Ombre is a reverent nod to the craftsmen who have shared their prestigious know-how in Cognac.

Image courtesy of Maison Psyché

Tell me about the process for making this fragrance. How much time does it spend in the barrels?

This is precisely where the expertise of the cellar master comes in. He only knows when is the best time to end the aging process. According to the climate, the season, the ingredients of the fragrance, and time will differ. This ultimate and unique step in fragrance-making also comes after a long process of sourcing the ingredients, adjusting the barrels, and elaborating on the formulas or essences that will rest in the cellar.

How do you find the balance between the earthy notes and the bright citrus?

The time spent in barrels and the metamorphosis while in contact with wood gives this composition a rounder, more elegant, apricot and creamy character. The earthy, balsamic base notes become more intense, less floral, and more saline. The fresh, fruity top notes harmonize and merge with the floral heart of the fragrance."

Can you touch on some of the notes and fragrance technologies used in creating éclat d'Ombre?

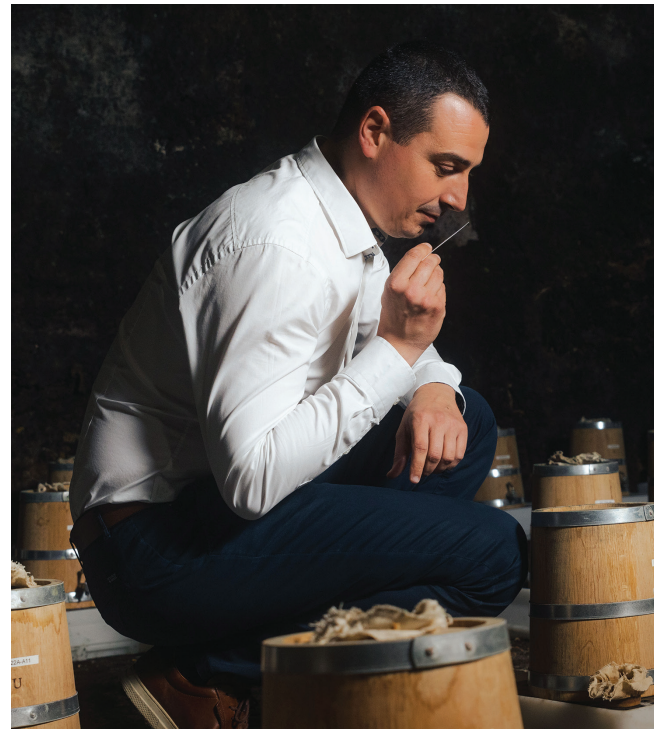
The fragrance blends bright Calabria bergamot, soft Bulgarian rose and earthy Indonesian patchouli, striking the perfect balance between fresh summer lightness and evening sophistication.

What was the collaboration process like for this fragrance?

This fragrance elicits the sensation once you enter the cellar. We wanted to capture this emotion created by the fresh and elegant deepness of the cellar. We are both rooted in Cognac, so we naturally shared this attachment to this mythical place.

Why such a limited selection?

Maison Psyché is about reinventing Grande parfumerie; it is all about artistry, rarity, and creation. This new form of perfume creation prefers the singular to the serial. Beyond creating exceptional fragrances, Maison Psyché also brings together the best coopers, crystal glassblowers, jewelers, and bronze workers in their field.



Baptiste Loiseau, cellar master, Rémy Martin

Maison Psyché creates perfumes as untamed jewels on your skin. In your opinion, what is the benefit of using this artisanal approach to fragrance creation?

It is, above all, a natural process, the results of which can never be fully predicted. In making each perfume, the same ingredients are used, but the season, the atmospheric conditions, and the barrels change constantly. Thus, each batch of perfume has its distinct character and aromatic subtleties…an authentic celebration of nature's beauty.

Are there any future plans for cognac-inspired fragrances from the Maison? Other spirits?

The territory is vast, and the Maison is exploring new natural ingredients from all over the world to magnify and elevate its cellar. It's a never-ending journey and a limitless field of exploration.

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Consumers increasingly want to choose what suits them in the moment without sacrificing fun or flavor.

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Attitudes Toward Alcohol Are Evolving ... And So Are Beverages

Ready-to-drink beverage category offers options for mindful drinking that fit the moment.

BY ELIZABETH KREGER, PHD, innovation and analytical manager, research& development; ADAM KITCHEN, applications technical service manager, Sensient Flavors & Extracts



Elizabeth Kreger, PhD, innovation and analytical manager, research and development, Sensient Flavors & Extracts.

Studies show that drinking in moderation is becoming more popular in every age group, with 21% of consumers drinking less alcohol than they did last year and 22% switching between alcohol and non-alcohol options during the same occasion.

Alcohol is no longer an all-or-nothing proposition. Today's culture treats drinking cocktails and mocktails and everything in between as an experience that brings social interaction and often accentuates a mood, such as celebration, relaxation, adventure and more.

Consumers increasingly want to choose what suits them in the moment without sacrificing fun or flavor. Therefore, low- and no-alcohol options need to capture the spirit of why people drink to begin with and incorporate all aspects to replicate the carefully mixed ingredients and sensory experiences of a traditional cocktail.

Specifically, the ready-to-drink (RTD) category is evolving to incorporate cocktail and mocktail options that recognize and emphasize the experience and purpose behind a consumer's beverage choice, leveraging flavor, color, aroma and mouthfeel to create the intended emotional effect.

The key is to create a multi-sensorial experience that gives low- and no-alcohol drinks the same complexity and feeling of indulgence that comes from their full-fledged cocktail cousins.

What Matters Most to Consumers

The level of alcohol is only one aspect of the purchasing decision when choosing a beverage that matches the moment, but it is becoming a more important element with consumers' changing drinking preferences.

Sobriety used to be reserved for very specific situations, but alcohol alternatives are growing in popularity with a broader audience as part of the sober curious movement for a variety of reasons, including:

- Health concerns
- Calorie consumption
- Mood or behavior implications
- Changing social norms and attitudes
- Responsible driving
- Wellness goals
- Availability of alternatives, such as adaptogens, mushroom extracts, lion's mane and THC products where laws permit

Image courtesy of Sensient

Regardless of the reason for reexamining their relationship with alcohol, there are three clear motivators for what plays into consumers' decisions about beverages:

1. Flavor
2. Experience
3. Engaging all senses

Flavor is still the number one inspiration for people when choosing products. More than half of consumers say that a unique flavor is the top influencer in their purchasing decision.

Consumers also look to enhance or create a particular mood, and they opt for specific characteristics depending on whether they want to relax, celebrate, explore or simply socialize.

Finally, today's consumers seek out more complexity across all categories, and they demand an experience that engages them more fully in their foods and beverages. Nonalcoholic ready-to-drink options used to be limited to flavored water or sparkling juice. Now, beverage developers need to expand their approach from merely balancing the sugar and acid to balancing the entire flavor profile with multi-sensorial formulations that may include florals and botanicals, bitters, specific alcohol types and flavors, and alcohol sensations like mouth burn or prickle. More modern mocktail menus have matured to include upscale and exotic flavors, interesting pairings with food items, craft brews and functional aspects.



Adam Kitchen, applications technical service manager, Sensient Flavors & Extracts

Ready-to-Drink Is Ready for the Challenge

Ready-to-drink cocktails and mocktails paired with formulation complexity are positioned well for the rise in alcohol-conscious consumption.

The category encompasses a wide range of products, including flavored malt beverages, malt-based hard seltzers, spirit-based hard seltzers, pre-made cocktails and wine-based seltzers or spritzers. Each of these subcategories provides varying degrees of alcohol and alcohol-free formulations.

Many RTDs already have a lower alcohol by volume (ABV) than other alcohol types. And consumers want to choose from a full spectrum of ABV to match a moment when selecting a beverage: no alcohol, low ABV and traditional options.

Interestingly, more than one-fourth of RTD drinkers strongly prefer the ready-to-drink format over traditional cocktails. There are many benefits that speak to consumer expectations. RTDs are:

- **Convenient.** It is much simpler to have RTD options available than to stock spirits and mixers for a variety of drinks.
- **Portable.** RTDs are easy to grab and go, making BYOB events and tailgating parties a breeze.
- **Consistent.** Many drinkers are not experienced or capable mixologists, so RTDs offer consistency in cocktail or mocktail quality and flavor.
- **Adventurous.** Variety packs and unique flavors let consumers explore their taste preferences while meeting the needs of all their guests. This trend spurred the concept of beverage flights based on a theme.
- **Time-saving.** RTDs are ready whenever you are. There is no need to spend 20 minutes assembling ingredients and carefully concocting specialty drinks while everyone else is enjoying the social interaction.
- **Predictable and Reliable.** It is easier to monitor and control alcohol consumption when the ABV is clearly stated on the bottle or can.
- **Delicious.** RTDs are carefully formulated and taste tested to match popular cocktail flavors and respond to social trends. Even low- and no-alcohol options appeal to multiple senses and mimic that"real" cocktail experience.

Making a Mocktail"Feel Real"

According to Mintel, one-quarter of consumers who drink alcohol alternatives look for substitutes that make them feel like they are still drinking alcohol.

Beverage scientists have identified a range of characteristics that help a mocktail feel more like the real thing,

Image courtesy of Sensient

including alcohol-type flavors, similar mouthfeel, a foaming agent and cloudy appearance.

NA beers and mocktails are top sellers because they provide unique formulas and flavors that deliver a craft experience similar to their traditional counterparts.

One of the biggest challenges in mimicking the feel of a cocktail is recreating the characterizing flavors of common liquors. The solution often requires the expertise of a master flavorist who specializes in replicating the nuanced flavor profiles of popular liquors like tequila, gin, white rum, whiskey and others.

Another challenge for developers is achieving the typical mouthfeel of popular cocktails. Ethanol, for example, creates a mouthfeel that includes burn, body and weight. Other components to consider include a sweet or syrupy feel, temperature sensations like cooling mint, astringency to imitate the mouth-drying sensation from the barrel or cask in an aged spirit, foaming activity or cloudiness.



Non-alcoholic beers and mocktails are top sellers because they provide unique formulas and flavors that deliver a craft experience similar to their traditional counterparts.

In addition, flavor is influenced by our eyes and noses almost as much as our taste buds. In fact, the nose boasts 400 odor receptors that can detect more than 10,000 compounds! Our sense of smell is responsible for assigning the characterizing flavors we associate with different spirits. There is a fascinating study about whether to add water to whiskey that goes into great detail about how water affects the way aroma gets released to hit the optimal ABV and flavor balance. Scientists have even studied people's sensory preferences based on the size of the bubble in carbonation. (Spoiler alert: People like tiny bubbles better.)

Flavor, color, mouthfeel, texture, temperature and aroma can all affect the consumer experience. And all of those aspects can be more consistent when using RTD products than when hand-mixing beverages, regardless of alcohol content.

An experienced flavor expert can work closely with developers to identify end goals and consider solutions that address these complicated challenges. A toolbox of flavor technologies can help beverage makers achieve the taste, mouthfeel and sensory complexity needed to successfully compete on shelves.

Standing Out in a Competitive Category

The ready-to-drink category is a well-established market with a lot of competition for shelf space. Varying the degree of ABV or offering zero-proof options creates a value-added differentiator that taps into the growing trend of mindful drinking.

From a development perspective, pairing this alcohol alternative approach with other trends will help products stand out. For example:

- **Mimic common alcohol flavors** like tequila, gin, rum and whiskey regardless of ABV level.
- **Focus on flavor**. Unique flavors drive more than half of purchasing decisions in the RTD space. Consider pairing a tropical or exotic fruit with a more familiar flavor profile to stretch palates and entice adventure.
- **Go upscale.** Consumers often seek out something special to celebrate personal achievements or commemorate milestones. Botanicals and florals boost the perception of glamor and luxury.
- **Borrow from crossover categories.** Tap into the success of popular flavor profiles in adjacent categories.

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More than one-fourth of RTD drinkers strongly prefer the ready-to-drink format over traditional cocktails.

- **Consider a limited time offer.** Test a unique concept by creating urgency and exclusivity. It can sometimes lead to a full-time SKU.
- **Engage as many senses as possible.** Each new sensory experience creates another connection and another trigger for purchasing again.

A Bevy of Beverage Options

The RTD market is not only growing, it is becoming more varied and complex, providing a bevy of benefits that instill brand loyalty. People are searching for variety and alternative options for occasions that used to only serve alcohol, with consumers wanting a beverage "experience" that does not depend on alcohol content.

Developers and consumers should be open to new ideas and lean into blurring the borders between categories. The RTD market is an innovative space that will ultimately expand people's palates. It provides an appealing way for consumers to meet the moment in their mindful drinking journeys.

In the end, flavor is still the boss. Regardless of alcohol level, consumers are making purchasing decisions based on taste. It is important to partner with a flavor company that has the technology, resources and experience to provide solutions that achieve product goals on a case-by-case basis. Flavors, extracts, mouthfeel enhancers and other technologies can help beverage makers rise to the occasion as the sober curious movement helps redefine and evolve RTD options.

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The Exotics of Flavored Drinks

SPICE NOTES
ANISYL FORMATE
(FEMA 2101)

PINEAPPLE NOTES
CIS-3-HEXENYL HEXANOATE
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MELON NOTES
MELONAL
(FEMA 2389)



FLORAL APPLE NOTES
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TOP 3 FRAGRANCE INGREDIENT TRENDS FROM SIMPPAR 2025

Fragrance industry leaders showed ingredients and innovation all dedicated to sustainability.



The 18th edition of the International Exhibition of Raw Materials for the Perfumery Industry was held in Paris, France.

Image by Laszlo at Adobe Stock

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BY EMILY LITTLE, Associate Managing Editor, *Perfumer & Flavorist+*

The International Exhibition of Raw Materials for Perfumery (SIMPPAR), held June 4 and 5 in Paris, allowed attendees to explore a wide range of ingredients and solutions for the fragrance industry. Across the show floor, I saw blotter sticks wafted under noses and observed so many conversations about new applications for these ingredients. The enthusiasm was contagious, and the spirit of innovation could be felt throughout the expo hall.

While I walked up and down the rows of booths, several trends immediately emerged that demonstrated the current direction of the fragrance industry. These trends have their own nuances, but they all relate to one macrotrend: sustainability. It's not just a buzzword anymore; it is a necessity to ensure high-quality, cost-effective products that consumers will love.



Givaudan presented attendees with a "scent piano" to sample different fragrances.

I've compiled the top three trends from SIMPPAR 2025, each with their own examples of company applications. As this industry continues to evolve, I am excited to see how these trends will evolve as well at next year's show. See you in Grasse!

Upcycling- What's Old is New

Sustainability is a key trend in the fragrance industry, with demand from both companies and consumers for more environmentally-friendly formulations. Ingredient suppliers are working to find ways to ensure their supply chains remain sustainable and reduce the impact on the natural environment.

Several companies included ingredients made from upcycled materials, showing how they can reduce their carbon footprint by using materials that would otherwise be thrown out. For example, Misitano & Stracuzzi, an Italian ingredients company known for its citrus ingredients, showcased its new banana ingredient, made using the leftover water from banana processing plants. Givaudan's Apple Oil Orpur extracts its olfactive components from leftover apple juice pulp using the company's proprietary technique.

We know that consumers are seeking more value in products, but formulators and suppliers want to get the most out of their materials, too. There is a clear benefit to using upcycled ingredients, both from a sustainable perspective and an economic one. After all, consumers say they would buy products made with sustainable ingredients.

Photo by Emily Little

Think Locally- Supporting Local Growers

The raw materials used for perfumery applications have to be grown, and sourcing these materials locally is becoming increasingly important. Not only does this reduce shipping costs, but also supports farmers and local economies.

Distillerie Bleu Provence is a family-run business based in southeast France that works in collaboration with more than 200 farmers. This collaboration not only ensures that the company's provencal essential oils are of the highest quality, but it also secures the activity of the farmers and supports sustainable practices. Additionally, Zalabi has created a nearly circular economy with its essential oil production, working directly with farmers to get the highest yields possible.

While several companies on the show floor operate at a global level, they are seeing the importance of ensuring their local farmers and supply chains are secure and sustainable. If the farmers are supported, the rest of the value chain will be, as well.



Synarome's display shows where each ingredient was sourced, emphasizing the importance of local sourcing.



MANE showcased several ingredients using its proprietary technology.

Trailblazers- Innovative Technologies

In the vein of sustainability, ingredient manufacturers are also looking for new and innovative methods to create their products that are both cost effective and friendly to the planet. These include new processes in biotechnology and extraction to get the most yield and most authentic properties out of the material.

dsm-firmenich sampled ingredients using its Firgood technology. This technology uses electromagnetic waves targeted at the water molecules in the biomass to extract the olfactive elements of the material. The result is a natural and solvent-free extract, and the remaining biomass can either be upcycled or reused.

MANE also displayed its use of biotechnology in its Antillone, a tropical, fruity molecule derived from fatty acids. The ingredient is made through a patented fermentation process that uses no petrochemical solvents and minimal heating. This allows for a product purity level over 98%.

Every manufacturer I spoke to had the same concern: how do I get the most yield out of the raw material while keeping costs low. And I could see the creativity in these solutions, using science and technology to solve these issues. Why not leverage the power of microwaves or bacteria strains to innovate?

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Photos by Emily Little


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GEN Z REDEFINES FRAGRANCE:

A New Era of Personalized Scents

Younger consumers are leading the way in fragrance, seeing these products as a way to express their individuality.



Gen Z's desire for individuality extends to their fragrance choices.

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Gen Z, the digital natives, are reshaping industries, and fragrance is no exception. This generation, known for their individuality and tech-savvy nature, is bringing a fresh perspective to the world of scent.

A Scent for Every Mood

Unlike previous generations, Gen Z approaches fragrance with a more nuanced understanding. They view scent as a tool to express their mood, personality, and aspirations. This shift has led to a surge in fragrance usage, particularly among young consumers.

Circana's 2023 Fragrance Consumer Report reveals that Gen Z now accounts for the highest fragrance usage, with a significant increase from 2022. The report also highlights the emotional connection Gen Z has with scent, with 80% of fragrance users stating that scent is crucial for enhancing or lifting their mood.[1]

Personalization and Digital Innovation

Gen Z's desire for individuality extends to their fragrance choices.

"First and foremost, they're looking for scents that evoke a specific feeling, emotion, or mood; whether it's adventure, relaxation, or nostalgia," says iRomaScents co-founder and CEO, Avner Gal. "They'll own multiple fragrances that each have a purpose based on how they want to feel, and will use them accordingly. Furthermore, personalization is key for Gen Z; they enjoy fragrances that can be customized or mixed to create a scent that reflects their individuality and mood, rather than opting for mass-produced scents. This is where iRomaScents comes in."

Catering to this evolving consumer behavior, innovative technologies like iRomaScents have emerged. This AI-powered platform offers a personalized fragrance experience, allowing customers to discover scents tailored to their specific needs and preferences. By leveraging advanced algorithms and a user-friendly interface, iRomaScents guides customers through a curated selection of fragrances, ensuring a seamless and enjoyable shopping experience.

This resonates with the insights of Sue Phillips, CEO of Scenterprises Inc. and Sue Phillips Fragrance, regarding Gen Z's affinity for distinctive and experimental scents. As she notes, "Gen Z values personalization and actively seeks unique fragrances that express their individuality."

Revolution for Retailers

Retailer Masameya has been testing the device in their Primaniacs stores in Japan, and initial feedback has been promising. According to a representative, it has been excited to see the positive impact of iRomaScents on their customer experience. One of the most significant benefits observed is improved engagement with customers, both domestic and international. The AI-driven device makes it easier for staff to initiate conversations and provide personalized recommendations, leading to a more enjoyable shopping experience. Additionally, the device has the potential to drive online sales as fragrances that aren't immediately available in-store can be directed to the e-commerce platform for purchasing. This can create further upselling opportunities.

Discussing Gen Z's in-store fragrance shopping habits, Dustin Lujan, store manager at Osswald NYC, explains, "There are generally two distinct approaches. The most common is a no-contact, no-interaction experience, where shoppers prefer to browse independently. The second, though less frequent, involves a more engaged group who fully embrace the store environment, connect with the staff, and even build a sense of community with fellow fragrance enthusiasts."

The Future of Fragrance

As Gen Z continues to shape the future of the fragrance industry, we can expect several key trends to emerge:

- **Sustainability:** Gen Z prioritizes eco-friendly and ethical practices. Brands that embrace sustainable sourcing and production will gain favor with this generation.
- **Inclusivity:** A diverse range of scents that cater to various cultural backgrounds and preferences will be essential.
- **Digital Innovation:** Technology will play a pivotal role in shaping the future of fragrance, from AI-powered personalized recommendations to immersive virtual experiences.
- **Wellness and Self-Care:** Fragrances with therapeutic benefits, such as stress relief and mood enhancement, will gain popularity.

According to Phillips, "Niche fragrances have become popular because they resonate deeply with Gen Z's values of individuality, authenticity, sustainability, and quality. The appeal lies in their ability to offer unique, personal, and ethical alternatives to mass-market options, while also tapping into the growing demand for luxury experiences that are accessible and meaningful."

By understanding and adapting to the evolving preferences of Gen Z, the fragrance industry can position itself for long-term success.

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UNLOCKING FLAVOR: THE SCIENCE OF NATURAL BITTERNESS BLOCKERS

By understanding the mechanism of receptors and blockers, flavorists and product developers can create better tasting products that consumers will love.

BY ALEX WOO, PHD, chief executive officer, W2O Food Innovation



Bitter is described as being acrid or astringent in taste.

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Bitterness Neuroscience

Thanks to recent advances in neuroscience, all 40 taste receptors for the 5 basic tastes in the mouth have been identified. Twenty six of these receptors are dedicated to bitterness detection[17], and they are called TAS2Rs. TAS2R are glycoproteins[1] with 300 amino acids[12], and each bitter taste cell expresses multiple TAS2Rs[1].

Detection starts at the TAS2R in the mouth. There are two major features about them. First, they are broadly tuned, meaning one receptor can be triggered by many bitter compounds. For example, TAS2R14 is triggered by both Reb A and caffeine, and is the most broadly tuned TAS2R (with 151 ligands listed in BitterDB[2]). Second, bitter detection operates on a many-on-many mode. This means one bitter compound can trigger multiple receptors. For example, caffeine triggers 5 receptors: TAS2R7, 10, 14, 43, 46[3].

That was receptors, how about bitter compounds? What we call bitter compounds in foods are called agonists in neuroscience. There are 2,250 bitter compounds found as of 2025[2]; we humans recognize more than 100 of them[2,18]. Bitter compounds are mostly hydrophobic and small, with molecular weight at or less than 400[4].

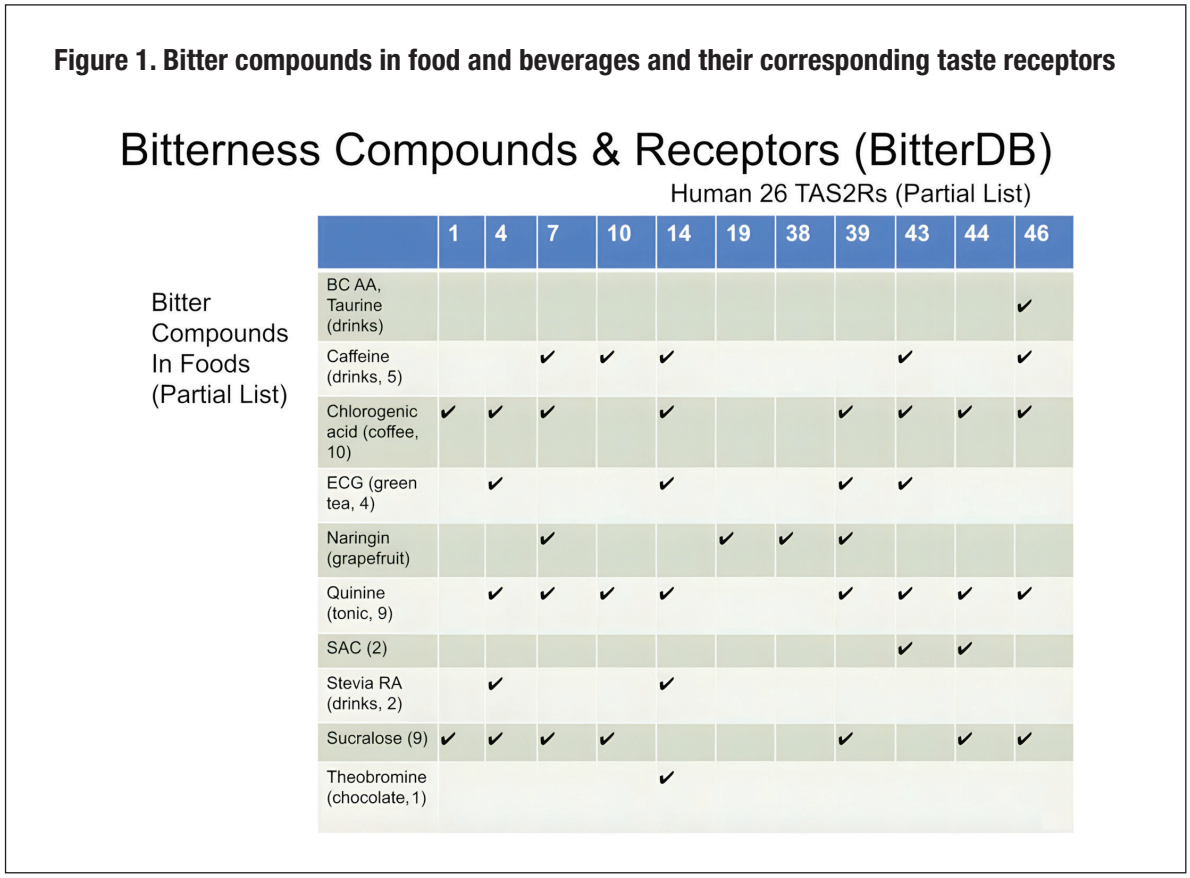
Detection in the mouth leads to perception in the brain, so how is bitterness perceived? There are also two major features about perception. First of all, there are major differences in human bitterness perception due to gene mutation (>150 polymorphs in humans)[5], age, gender, environmental and cultural factors[6]. The second feature is individual sensitivity, as 25% of us are very sensitive to bitterness due to TAS2R38 polymorphisms[7] and, maybe, papillae density.

Bitterness Blockers

Bitterness blocker literature is confusing, as we describe maskers as blockers. I would like to define masker as general and working in the brain (covering it up with smell or other taste), and blocker as specific and working in the bitter taste receptors or cells in the mouth. Cola base bitterness can be masked by cola flavoring[8] (taste masked by smell). Its bitterness can also be masked by sugar sweetness (taste masked by another taste, via mixture suppression)[9].

Blockers are not maskers. What we in the food industry call a blocker is what's called an antagonist in neuroscience[3]. Blockers and bitter compounds, being structurally similar, are bound to the same site within the receptor. Once blocked, the bitter compound can no longer bind.

Figure 1. Bitter compounds in food and beverages and their corresponding taste receptors



Courtesy of W2O Food Innovation

Figure 2. Classification of bitterness blockers

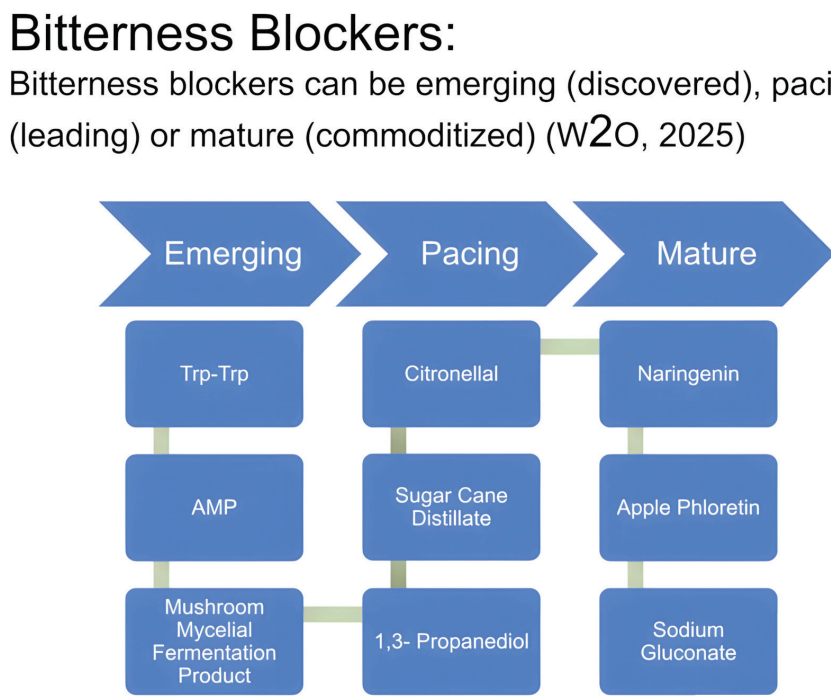


Figure 3. Natural bitter blockers and their corresponding receptors.

Bitterness Blockers & Receptors

Human 26 TAS2Rs (Partial List)

Natural Bitterness Blockers (Partial List)	4	7	10	14	16	19	38	39	43	46
Naringenin	?	X		X	X		X	X		
Apple Phloretin	?			?						
Na Gluconate	?	?	?	?				?	?	?
Sugar Cane Distillate	?	?	?	?				?	?	?
1,3-Propane diol	?	?	?	?		?	?		?	?
Citronellal									X	X
Mushroom Mycelial Product			X	X			X	X		
AMP		X	X	X	X		X		X	

Courtesy of W2O Food Innovation

An example: naringenin (blocker) vs naringin (bitter compound in grapefruit) are both bound to TAS2R38 and 39. The blocker can be a negative allosteric modulator (NAM) that binds to the allosteric (neighboring) site and interferes with bitter compound binding at the orthosteric (original) site. In another example, citronellal, which structurally nothing to do with caffeine, was proven to be a caffeine NAM for TAS2R43 and 46[19]. Very few blockers have been found in nature[10]. I estimated there are less than 50 natural bitterness blockers documented in the literature as of 2025.



Naringin is a bitter compound found in grapefruit.

This table (**Figure 1**) is my attempt to summarize which natural food bitter compound (like caffeine) triggers which of the 26 bitterness receptors. This is a work in progress based on a database called BitterDB[2,11] and other scientific reports. The more we know about the bitter compound-receptor relationship, the more we can block precisely. Additionally, keep in mind that the more receptors triggered by a single bitter compound, the more difficult it is to block it. No one bitter compound turns on all 26 receptors, and no one blocker blocks all 26 receptors[12].

Natural bitterness blockers are important in making better-for-you foods taste better (**Figure 2**). They are mostly made by either extraction or fermentation, tasteless themself and labeled as natural flavors. All bitterness blockers go from emerging (just discovered), to pacing (currently leading), to mature (already commoditized).

Let's look at one of the mature ones: naringenin. Naringenin, extracted from grapefruit, is the most talked about natural bitter blocker. It's the aglycone (no sugar attached) of the bitter compound in grapefruit, naringin. Naringin triggers TAS2R7,16, 38, 39 and is bitter in taste. Naringenin is structurally similar and bound to the same receptors, thus making caffeine, chlorogenic acid, quinine, sucralose, naringin and ECG all less bitter. It has a FEMA number of 4797[13], with a beverage maximum of 300ppm, and is labeled as natural flavor[14].

Sugar cane distillate is one of the best universal bitterness blockers in the pacing group[15]. It is made by distilling sugarcane leaves and stalks wastes. Five bitterness blockers are co-distilled with steam and found in the distillate. These are all aroma compounds, but they are present at concentrations below odor threshold and believed to work as blocker in the mouth. It makes bitter beverages less bitter at 500ppm (powder SCD-P dosage, as consumed), has a FEMA number of 4816 and is labeled as natural flavor in the US..

Mushroom mycelial fermentation product, in the emerging group, is made by "submerged mycelial fermentation."[16] This fungal liquid fermentation starts with raw materials of rice and pea, while mycelium enzymes bio-transform the raw materials into bitterness blockers. ClearIQ 500 is a tasteless powder, blocks TAS2R10, 14, 38, and 39, thus blocking caffeine, chlorogenic acid, quinine, sucralose, stevia, theobromine, naringin and ECG. It has a FEMA number of 4878 and a beverage maximum of 1,000ppm.

Applications in Foods and Beverages

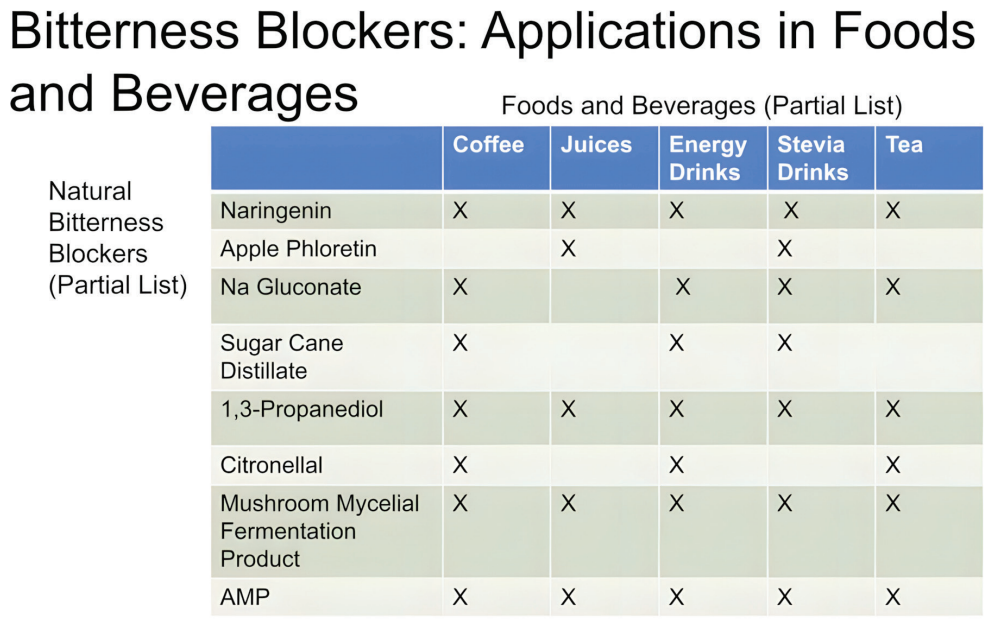
Figures 3 and **4** are tables showing how to choose the correct blockers. I recommend that you start with "universal" blockers, or those that block many receptors, such as sugar cane distillate and mushroom mycelial fermentation product. Theoretically, you can blend two or more bitter blockers in one application to block more receptors. Select one that is universal, but also those that are more water soluble and lowest cost in use.

So What?

What are the key points? Bitter blockers are based on contemporary bitterness neuroscience and ingredient

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Figure 4. Natural bitter blockers and their applications in foods and beverages.



	Coffee	Juices	Energy Drinks	Stevia Drinks	Tea
Naringenin	X	X	X	X	X
Apple Phloretin		X		X	
Na Gluconate	X		X	X	X
Sugar Cane Distillate	X		X	X	
1,3-Propanediol	X	X	X	X	X
Citronellal	X		X		X
Mushroom Mycelial Fermentation Product	X	X	X	X	X
AMP	X	X	X	X	X

technologies. Blockers work as either a direct blocker (antagonist), an indirect blocker (NAM) or other less known mechanisms. All are found in nature and labeled as natural flavors.

What do all these facts mean? It's possible to make better-for-you-foods less bitter with natural bitterness blockers.

What can we do about them?

1. Discover as much as possible 3-way relationship amongst bitter compound-receptor-blocker to block more precisely
2. Start with most universal and lowest cost-in-use blocker to increase probability of success

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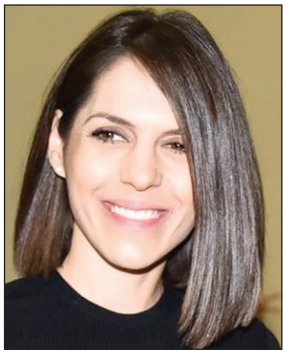
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In this month's column we evaluate ingredients from MANE, a family business founded in 1871.



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Our panel from the British Society of Flavorists analyze and discuss eight ingredients for their applications in flavor formulations.

BY MARIA PALASSAROU
Flavorist, Givaudan

Organoleptic Evaluation Panelists

- **Dr Andrea Albertino,** Senior Flavorist, Esarom
- **Trevor Groome,** Consultant Flavorist – Director, Orchid Aromatech Ltd
- **Dr Bimal Karmakar,** Principal Flavorist, Givaudan
- **Britta Nobis,** Senior Flavorist, Silesia
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- **Ján Peťka, Ph.D.,** Head of Flavor Development, Austria Juice
- **Aine Walsh,** Principal Flavorist, Keurig Dr Pepper

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In this month's column we evaluate ingredients from MANE, a family business founded in 1871 when Victor Mane started producing fragrant materials from regional flowers and plants. MANE is recognized as a major producer of flavors and fragrances, based in Le Bar-sur-Loup in France.

Rum Pure Jungle Essence

Botanical Name: *Saccharum officinarum*.
CAS #91770-72-8, 91722-22-4 or 90604-30-1, EINECS #294-859-0, FDA GRAS COMPLIANT (21 CFR 182.20).

Odor Descriptors @100%: Alcoholic, rummy, cognac, whiskey notes, ethereal, phenolic, smoky, fermented, fusel, estery, brown caramel notes, tobacco, leathery.

Taste Descriptors @10ppm: Alcoholic, rummy, whiskey notes, ethereal, fermented, fusel, phenolic, smoky, sweet caramel notes, tobacco, woody, slight burnt, plastic acrylate notes.

Possible applications: Its powerful fermented, fusel element would complement alcohol tonalities such as whisky, tequila and wine, whereas its additional phenolic, woody character would provide complexity to alcohol profiles such as cognac, brandy, bourbon and rum. The smoky, woody aspect would fit well on vanilla and charred cask flavors, but also spice blends like cinnamon. Its sweet notes would make it a great addition to various brown tonalities, like caramel, and in combination with its tobacco notes, would complement dried fruit profiles, like fig and raisin.

Antillone (natural)

Chemical Name: 9-decen-2-one.
FEMA #4706, CAS #35194-30-0.

Odor Descriptors @100%: Estery, ethereal pungent, tropical, pineapple notes, fruity, fatty, soapy, waxy, green, melon skin, cucumber notes.

Taste Descriptors @10ppm: Estery, tropical, pineapple notes, fruity, sweet, juicy, green, fatty, waxy, soapy, slight floral, melon skin, slight metallic, plastic acrylate note.

Possible applications: Its intense ethereal, estery note would complement all tropical fruit profiles, like pineapple and jackfruit, and also more sulfur tropical ones, like durian. The fruity, estery element in combination with the sweet, juicy notes would make it a great addition to "tutti fruitti" flavors, but also orchard fruit profiles, like pear and apple. Moreover, its waxy, soapy character would provide complexity to melon and watermelon flavors, but also more green profiles, like cucumber.

Vanilla Bourbon Infusion

Botanical Name: *Vanilla planifolia syn vanilla fragrans*.
FEMA #3105, CAS #8047-24-3, 8024-06-4 or 84650-63-5.

Odor Descriptors @100%: Phenolic, beany vanilla, woody, sweet, brown caramel notes, balsamic, tonka, hay, creamy, powdery, slight animalic notes.

Taste Descriptors @0.2%: Beany vanilla, sweet, brown caramel notes, phenolic, smoky, woody, rummy, tonka, balsamic, cocoa, creamy, anisic notes.

Possible applications: Its characteristic phenolic, woody aspect would complement all vanilla tonalities, from beany vanilla to more sweet creamy profile. The additional sweet caramellic notes would make it a great addition to all brown flavors, like caramel, cocoa, chocolate and coffee profiles. The phenolic, slight animalic note could fit well on dairy flavors, in combination with its creamy aspect. Moreover, the balsamic, hay element would benefit coumarinic coconut and tonka bean flavor profiles.



The Vanilla Bourbon Infusion ingredient can be used in vanilla applications as well as coffee and cocoa profiles.

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Vanilla Indonesia Infusion

Botanical Name: *Vanilla planifolia syn vanilla fragrans.*
FEMA #3105, CAS #8047-24-3.

Odor Descriptors @100%: Beany vanilla, sweet, brown, phenolic, woody, slightly smoky, tonka, balsamic, creamy, powdery, anisic, rummy, burnt notes.

Taste Descriptors @0.25%: Beany vanilla, sweet, brown caramel notes, phenolic, woody, smoky, creamy, nutty, powdery, slight rummy, anisic, slight burnt notes.

Possible applications: Its intense phenolic, woody, smoky character would complement all vanilla bean profiles, but also alcoholic tonalities, like whisky, rum and brandy. Its characteristic sweet, creamy, balsamic notes would make it a great addition to all brown flavors, like caramel, maple, cocoa, chocolate and coffee profiles, and also sweet dairy tonalities. Moreover, the sweet, woody notes could make it a great addition to dried fruit profiles, like fig and raisins.

Pink Pepper Pure Jungle Essence

Botanical Name: *Schinus terebinthifolia, Syn. Schinus terebinthifolius.*
CAS #949495-68-5, EINECS #481-880-7, FDA GRAS COMPLIANT (21 CFR 101.22).

Odor Descriptors @100%: Pungent, spicy, peppery, green, herbal, bell pepper notes, terpenic, citrus, floral, woody, slight metallic, animalic notes.

Taste Descriptors @2ppm: Spicy, peppery, green, bell pepper notes, terpenic, piney, resinous, woody, floral, slight metallic, citrus notes burning, tingling sensation.

Possible applications: Its sharp peppery notes would complement all spice blends and herbal mix profiles, whereas its characteristic green, metallic element would be a great addition to bell pepper flavors and various vegetable tonalities. The green, terpenic aspect would make it also a great fit to tropical fruit profiles, like mango and passion fruit, whereas the additional woody, piney notes could benefit citrus flavors, like lime and grapefruit, as well as alcoholic tonalities, like gin. Moreover, its burning, tingling sensation would give complexity to ginger flavors.

Timur Pepper

Botanical Name: *Zanthoxylum, ext. / Zanthoxylum alatum, ext.*
CAS #102242-62-6 or 91770-90-0, EINECS #294-877-9, FDA GRAS COMPLIANT (21 CFR 101.22 & 21 CFR 182.20).

Odor Descriptors @100%: Tropical, guava, passion fruit notes, fruity, juicy, sulfur notes, hop notes, slight green metallic, spicy, peppery, floral, creamy, slight fatty.

Taste Descriptors @10ppm: Tropical, passion fruit, guava notes, floral, spicy, peppery, citrus peel, fruity, ripe, aldehydic, fatty, sulphur notes.

Possible applications: Its dominant fruity, sulfur character would complement all tropical fruit profiles, like passion fruit, guava and mango, but also provide complexity to stone fruits like peach and apricot. The juicy, ripe elements would benefit orchard fruit flavors, whereas its spicy, peppery aspect would fit well to citrus grapefruit profiles, spice blends and cola flavors.



The fatty, oily aspect of Maxitrus might complement savory profiles, such as chicken.

Maxitrus

Chemical Name: 6-methyl octanal.
FEMA #4433, CAS #30689-75-9.

Odor Descriptors @100%: Pungent, ethereal, aldehydic, fatty, soapy,

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fruity, floral, slight estery, sweet, green, citrus orange notes, cucumber skin, melon notes.

Taste Descriptors @1ppm: Fatty, soapy, waxy, oily, aldehydic, citrus orange notes, floral, green, estery, cucumber skin, melon notes, mouth coating, long-lasting sensation.

Possible applications: Its characteristic ethereal, aldehydic element would provide complexity to various citrus tonalities, like orange peel and orange essence oil profiles, folded orange, blood orange and grapefruit flavors. The soapy, green notes would be a great addition to watermelon and melon flavors, as well as cucumber profiles. Moreover, its sweet, estery, floral character could benefit tropical fruits like custard apple and prickly pear, but also sweet herbal elderflower profiles. Lastly, its fatty, oily aspect might also complement savory profiles like chicken, whereas its additional long-lasting sensation could provide a kokumi-type effect.

Gamma Octalactone (natural)

Chemical Name: 2(3H)-Furanone, 5-butyldihydro- / (5S)-5-butyldihydro-2(3H)-furanone.

FEMA #2796, CAS #104-50-7 or 107797-25-1.

Odor Descriptors @100%: Lactonic, coconut, tonka, hay, coumarin notes, toasted, sweet, brown notes, woody, creamy, slightly burnt, oily.

Taste Descriptors @15ppm: Lactonic, coconut, creamy, milky, fatty, oily, dairy notes, coumarinic, tonka, hay, slightly roasted, brown caramel notes, fruity.

Possible applications: The dominant lactonic, creamy character would provide depth and complexity to coconut and dairy flavors, and also stone fruit profiles, like peach and apricot. Its sweet, tonka, coumarinic aspect would benefit brown tonalities, like caramel and chocolate, beany balsamic vanilla profiles, as well as toasted almond flavors. Moreover, the sweet, creamy, lactonic element could be a great fit on tropical plant profiles, like pandan leaf.

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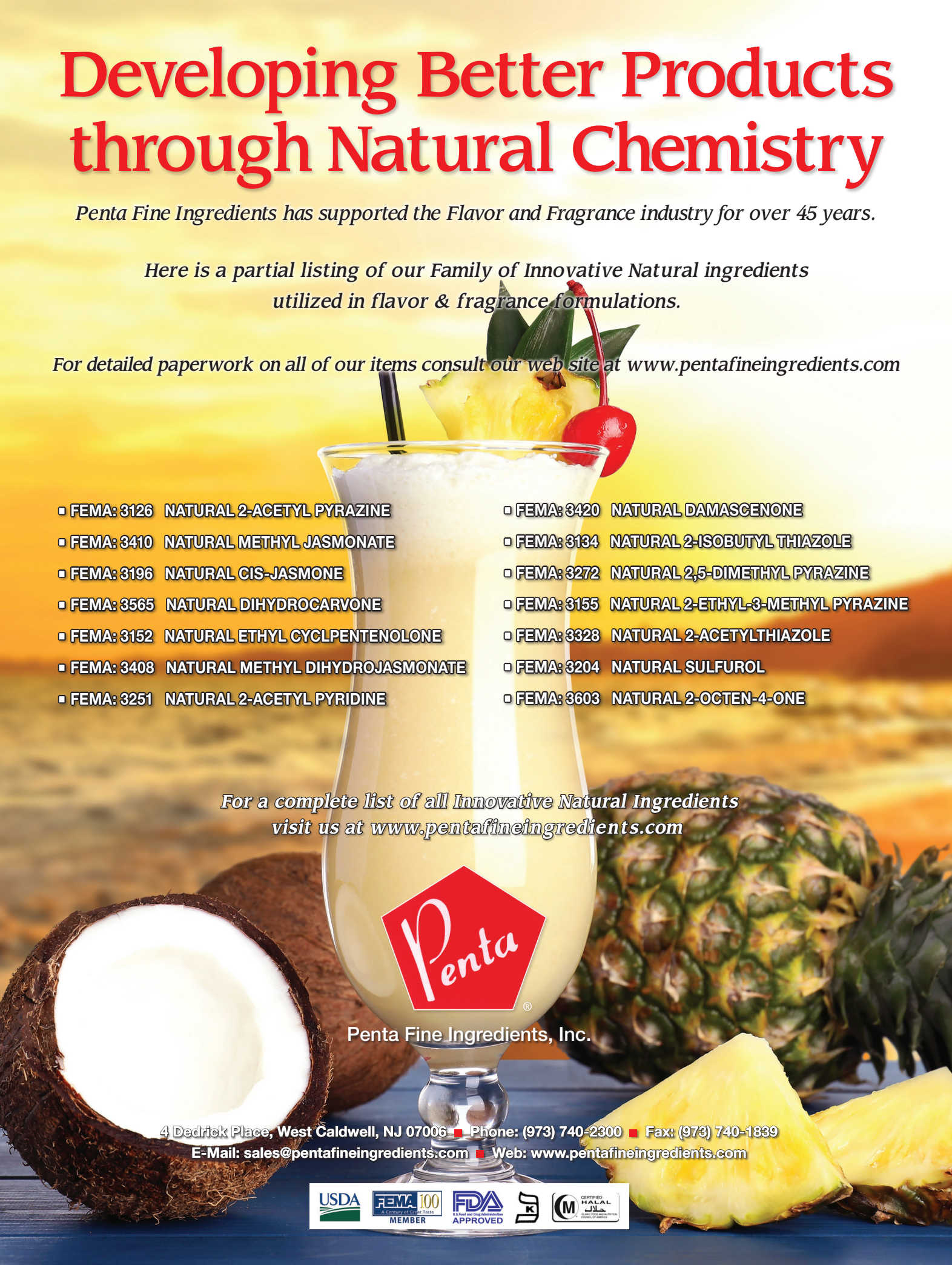
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- FEMA: 3408 NATURAL METHYL DIHYDROJASMONATE
- FEMA: 3251 NATURAL 2-ACETYL PYRIDINE
- FEMA: 3420 NATURAL DAMASCENONE
- FEMA: 3134 NATURAL 2-ISOBUTYL THIAZOLE
- FEMA: 3272 NATURAL 2,5-DIMETHYL PYRAZINE
- FEMA: 3155 NATURAL 2-ETHYL-3-METHYL PYRAZINE
- FEMA: 3328 NATURAL 2-ACETYLTHIAZOLE
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